

November 5, 1914

10¢

Leslie's

Illustrated Weekly Newspaper
Established in 1855



What
Price Cutting
Really
Means to You

BY
JOHN A. UNDERWOOD

Great War
Photographs
Direct From
the Front

BY
JAMES H. HARE

The Air Scout's Report

REO

Motor Trucks



\$1650

Model J Two-Ton Truck, Including Chassis with Driver's Cab. Body Extra.

149 Different Lines of Business Find This the Ideal Motor Truck

Be honest with yourself and your business. Sit down and figure out how much your present wasteful method of hauling is costing you—how much you could save by bringing the Reo Motor Truck to your business.

The actual figures will surprise you.

Perhaps you have imagined the first cost of motor trucks too high for you. The average cost of 54 leading makes of two-ton trucks is \$2701. The Reo Model J, a two-ton truck, everywhere acknowledged by experts as stronger and sturdier than other trucks of its rated capacity, sells for \$1650.

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Right at the start your investment for a Reo Motor Truck is lower than the first cost of two teams and wagons. It easily does the work of three or more teams.

Only one driver is needed, instead of three or more drivers for horse equipment. The saving in labor is a big item.

You save in the cost of operation. The Reo Motor Truck "eats" only when it is working. It goes just as fast and carries just as big a load the last hour of the day as when it starts out in the morning.

But the saving in time is the big item. Reo Motor Trucks will speed up every department of your business. As you deliver faster, you can build, sell, ship, assemble faster. Your whole business feels the spurt of this new form of energy.

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We are constantly receiving letters from Model J owners in all lines of business, expressing their satisfaction, not in general terms, but by facts and figures that are wonderfully convincing.

Jacob G. Shirk & Son, wholesale tobacco merchants of Lancaster, Pa., bought a Reo Motor Truck over a year ago. They write: "We use our truck for hauling freight between our warehouse and the freight station. This service was performed by the local dray company at \$15.00 per week. Our REO now does this work for \$3.50 per week, which includes the cost of keeping the truck in a public garage. Up to this time we have not spent a cent on repairs."

Features That Mean Unbroken Service

The Reo Motor Truck is carefully designed to keep going day after day for years, without any lost time for repairs. It has exclusive features, found in no other motor trucks, that make this constant service possible.

A radiator built of 24 independent, interchangeable units. One or several units could be injured, instantly repaired or replaced, and the run continued. Or the truck will run until you are ready to repair it later.

Much more power than you will ever need is supplied by the Reo unit power plant, cushioned on a sub-frame away from road shocks or vibration.

Reo hydraulic governor keeps the truck to a safe speed. An irresponsible driver cannot go too fast, or allow the motor to race.

Reo right hand center control and left side drive give the driver quick and easy access to and from the seat. No expert driver needed; no time lost in handling the machine.

Reo impregnable armored frame, built to withstand hard service—even collisions—without showing weakness or flaws of any kind.

Your choice of two lengths of wheel base, 130 or 146 inches.

Set Your Truck to Work

If you are paying for a Reo truck now, in wasted time and money, you should set it to work at once.

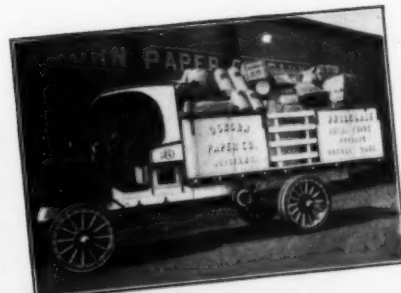
Look the facts in the face. Figure your present hauling costs, and write us about them. We will reduce our case to cold figures. Then we will ask you to decide on no other basis than your own profit.

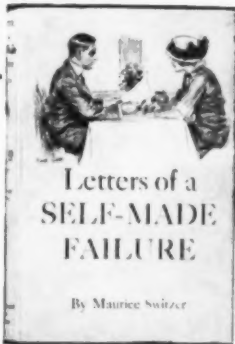
Write us for any information on motor truck hauling that you need. A Reo Motor Truck catalog sent on request.

1155 Reo dealers, scattered from coast to coast, are ready to tell you about the Reo Motor Trucks and explain Reo service. Call on the nearest Reo dealer, and talk the matter over with him.

REO MOTOR TRUCK CO.

Lansing, Michigan





"The Biggest Little Book of the Decade"
Maurice Switzer's
Letters of a SELF-MADE FAILURE
 With 14 Brilliant Pen Drawings by Frank Godwin
Crisp, Trenchant, Apt

When you read this little book you chuckle; then you THINK! And the book that makes you think pays well for the reading. The "LETTERS OF A SELF-MADE FAILURE" ran serially for ten weeks in Leslie's and were quoted by more than 200 publications. If you sit in "the driver's seat" or merely plod along beside the wagon; whether you are a success or think yourself a failure, you will find this book full of hope, help and the right kind of inspiration.

If you believe that it is more important to know why ten thousand fail rather than why one man succeeds, read this book. The LETTERS are written in epigrammatic style with a touch of irresistible humor and they impart a system of quaint philosophy that will appeal to everyone, regardless of age, sex or station.

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 Moral backbone to admit your faults.
 Tolerance for your neighbor—respect for yourself.
 A small but bottomless sack of wisdom-nuggets.
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 Something helpful to pass along to your friend—your fellow worker—your employee.
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 225 Fifth Avenue, New York
 Enclosed find \$1.00. Send me copy of "Letters of a Self-Made Failure."

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Leslie's

Illustrated Weekly Newspaper

THE OLDEST ILLUSTRATED WEEKLY NEWSPAPER IN THE UNITED STATES
 ESTABLISHED DECEMBER 15, 1855

Edited by JOHN A. SLEICHER

"In God We Trust"

CXIX

Thursday, November 5, 1914

No. 3087

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by the automobile manufacturer alone—the dealers and agents have shared his prosperity.

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If you are a dealer and desire to increase your line, or if you are in another business, and wish to represent a reliable make of car or truck, fill out the coupon below and mail to the Motor Department, Leslie's Illustrated Weekly, New York City.

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If I should secure the agency of the proper {car } I expect to be able to dispose of during the first year. The following makes of {cars } are already represented here: {trucks }

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Please advise me.
 Yours very truly,
 Name
 Address
 City
 State

*If already a motor car dealer, write the names of the cars that you represent in the margin of this coupon.

Antwerp Battered by the

Photographs by James H. Hare

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ALL ROADS LEAD TO THE REFUGEE CAMPS

Multitudes of terror-stricken citizens fled from besieged Antwerp to peaceful Holland, where they were formed into camps and given the best attention possible. The Dutch folk were both hospitable and curious, and came from miles around to see and help. Many of the Dutch girls rode bicycles. The plight of the refugees was pitiable, as they had very little money and were tired, footsore and hungry. Since the occupation of Antwerp by the Germans the citizens have been invited to return, and some of them are doing so. Holland has more refugees than it can care for, and many of those who refuse to return home are being sent to England, and some will come to America.



RUSHING TO CROSS THE SCHELDT

On October 8th, when the Germans were nearing Antwerp, thousands of citizens attempted to get across the River Scheldt on a pontoon bridge. They had such household goods as they could carry and were traveling on foot, by dog cart, wagon or automobile. Some men wheeled perambulators filled with goods. One led a cow. Shells were falling in the city and many houses were burning.



BETTER THAN BEING CAPTURED BY GERMANS

About 20,000 Belgian soldiers got across the border into Holland when Antwerp was evacuated, and were there disarmed by the Dutch army and placed in camps. It is said that they were not driven across by the Germans, but were misled by a treacherous guide. They will have to remain prisoners until the war is over. They are being well treated.



HOUSE SMASHED BY A GERMAN SHELL

From October 6th to October 10th Antwerp was bombarded by the Germans. The heaviest guns were not used, but the shells were terribly destructive. This picture was made by Mr. Hare just after the house was struck. He was on his way to his hotel and the missile whistled past him and crashed into the walls of the house. He writes that he was never before so frightened, but he came his camera and he got the picture with the dust and smoke from the explosion still hanging in the air. All the time shells were dropping in the city and the streets were deserted except for the people who had resolved to leave for peaceful Holland. The most of the population was living in cellars. While there were many scattered fires, it could not be said that the city was burned. The cathedral was not damaged up to the time Mr. Hare left, which was only a few hours before the city surrendered. While, at great personal risk, he was taking photos in the streets of Antwerp, Mr. Hare was arrested by two Belgian soldiers, apparently on suspicion of being a spy. A telegram to him from LESLIE's, forwarded from England, had just arrived at one of the Antwerp hotels, and this, with his other papers, properly identified him as an accredited correspondent and he was released. He had difficulty in getting from Antwerp to Holland, and only after strenuous efforts did he secure passage from Flushing to England.

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Special War Photographer for LESLIE'S

Hague Judge Co.



SAFE IN NEUTRAL TERRITORY

A Belgian soldier, wounded in the defense of Antwerp, carried to safety at Flushing, Holland. The Belgians show great consideration for comrades in distress, and those who were wounded and got into Holland were well cared for, although the influx of refugees was so great that some towns found their populations more than doubled over night. Feeding Belgian refugees quickly became a serious problem for the Dutch people and it was expected that the British government would make a large appropriation to aid Holland in this benevolent work.



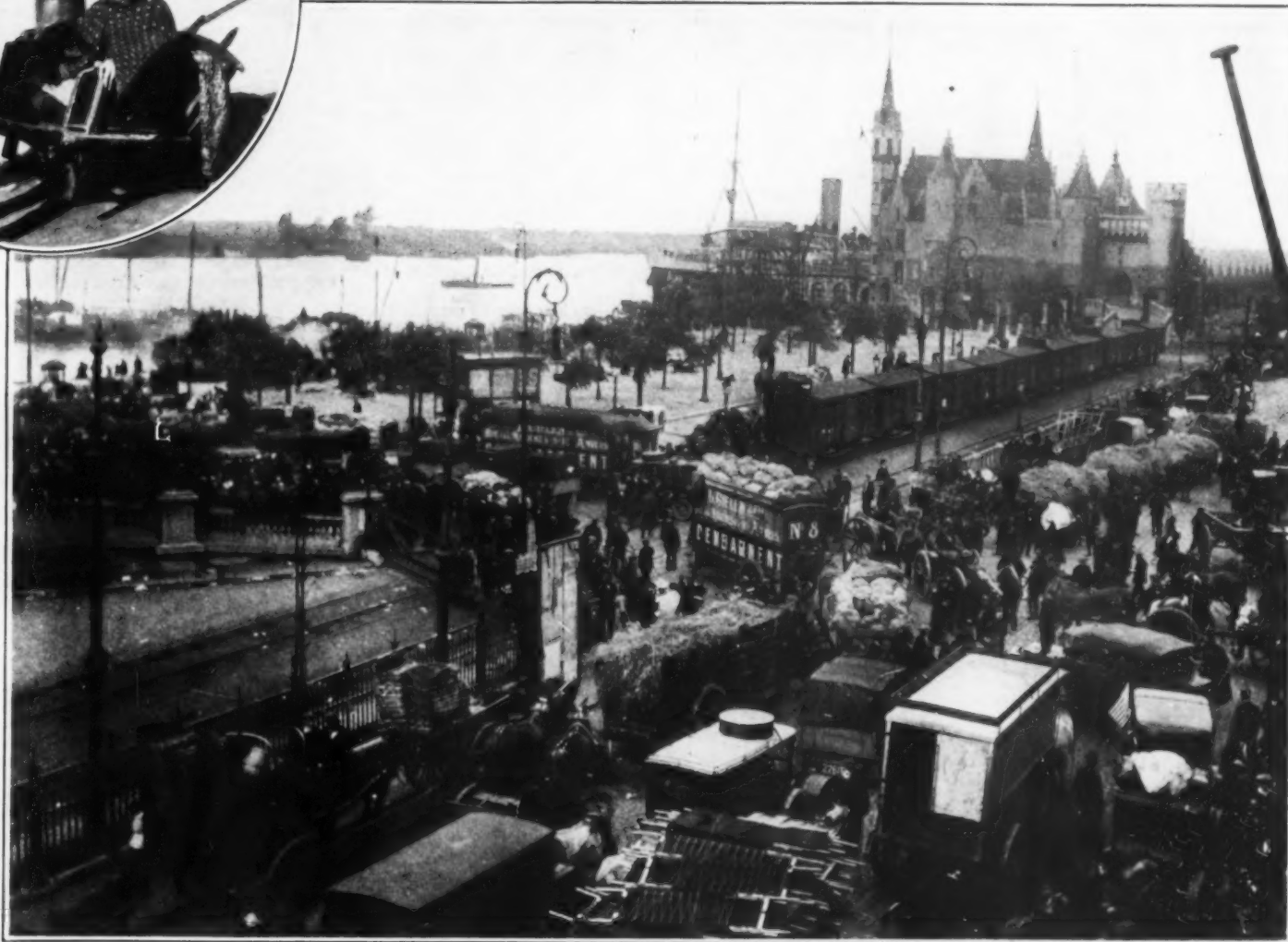
WHAT A FATHER'S LOVE MEANS

This poor man carried his baby more than twenty miles, making every step of the way on foot. He was only one of thousands of hapless victims of this war. Many families were separated in the rush to escape from the city.



SAVING HIS MOTHER

The aged and infirm suffered most in the flight from Antwerp. The man in the picture has determined that his crippled mother could not be left behind to the mercies of the Germans, and so he took her to Holland in a wheelbarrow. Had he known it these refugees might have stayed at home with little danger, as the bombardment was nearly over before they got out of the city. After the principal forts were destroyed the Belgian army could no longer hold the city, and withdrew, leaving the Burgomaster to make the formal surrender. The German army, which occupied the city gave fugitives the privilege of returning at once to their homes.



PANIC-STRICKEN MOBS AT THE END OF THE BRIDGE

The congestion around the end of the bridge that furnished the only means of escape from beleaguered Antwerp was frightful, especially when the bridge was closed for hours at a time to civilian traffic, in order that the army might be withdrawn. Antwerp was defended by all that was left of the Belgian army. About 80,000 soldiers, led by the King, joined the Allies and 20,000 were interned in Holland. The number killed and wounded in the siege will probably never be known definitely. The fighting in the suburbs was desperate. Several of the forts resisted for several days after the city surrendered. The fate of the brave defenders is not yet known.

Leslie's Illustrated Weekly Newspaper

New York, November 5, 1914

EDITORIAL

Let the Thinking People Rule!

The Worst Thing About War

THE worst thing about war is its evil influence on mankind. It creates a lust for blood. It makes men murderers. It gives to great masses a taste, for the first time, of the bullet, the bayonet, and the knife. It brings them into personal contact with rapine and plunder.

Peter MacQueen, the war correspondent of LESLIE'S, tells of a Turco on the firing line who carried in his knapsack the head of a man he had slaughtered and of another who displayed ninety-seven human ears as proof of his prowess. Could the scalps worn as trophies by blood-thirsty Indians bear stronger evidence of the lust for blood that war creates among the people of all nations?

After the war come bitter resentments against authority, and men in unrest and unreason all turn to Socialism. Hatred of government will be stirred up as soon as it is found that governments not only take the life of the father or the son, or of both; not only impoverish the family for no fault of its own, but also place the heavy burden of new and oppressive taxes on the unwilling sufferers from needless wars. "If this is government," the people will say, "then give us anarchy."

A new crop of murderers, thieves and anarchists springs up after every war. The seeds of revolution are planted and a strong impetus given to Socialism in its wildest form. This means that the power of the churches is lessened and the authority of God and man alike defied.

Let the world demand peace. Civilization and Christianity suffer from every war. No matter what the price of the humiliation may be, nor how heavy the cost of surrender, there still remains a duty for all the world to call a halt on its greatest war.

Pride, power, influence, the lust of gain—all count as nothing compared with the lifting of men to a higher and nobler plane and their rescue from the base and ignoble passions that a maddening war creates.

Murder, assassination, arson, theft, are trifling crimes to men who have been taught that all things are fair in war. Tender feelings will be blunted, sympathies stilled and humanity hushed. Men who left their homes whole-hearted, kind and gentle, will return from war with the stain of blood upon their hands and the spirit of hatred and vengeance in their hearts. Murder has been legalized and all its horrors made of no account.

Let us have peace—for humanity's sake!

The Changing Tide

A BUSINESS, big or little, has the right to live, no matter how profitable it may be. This statement might seem to be unnecessary, but the trust-busters have not thought so. If a business has grown big and profitable, the trust-busters have marked it for slaughter. It has only been necessary to cook up a complaint and get the Attorney-general to begin proceedings, so that the yellow journals might have their customary staring headline, "Another Trust To Be Smashed"—and the job was done. It is easy to get a dismissed employee, or some not over-conscientious rival, to make the required affidavits against a prosperous business, and quite as easy to enlist the assistance of an Attorney-general, eager to live in the limelight.

But times are changing. Reason has been invoked by the United States Supreme Court. Public sentiment is changing, too, in the light of reason and experience. Note the general criticism of the astonishing decision of two of the three judges of the United States Circuit Court in the International Harvester case. These judges, while admitting that the company was not over-capitalized, and had not increased prices or lessened competition, found it guilty of a technical violation of the Sherman Law and directed its dismemberment in spite of the grave injury to its business this would involve.

The public is no longer tolerant of attacks on business simply because it is big and prosperous. It realizes that prosperity is not a local issue. In the light of reason the court failed to find the so-called Magazine or Periodical Trust guilty of violating the law, and now, in the District Court of the United States, Southern District of New York, the four eminent Circuit Judges, Lacombe, Coxe, Ward and Rogers, have unanimously decided that the combination of transatlantic steamships need not be dissolved. The decision, written by Judge Lacombe, has been widely commented upon and approved. Brushing away all technicalities, the Court finds that the voluminous testimony does not show that excessive or exorbitant rates

Timely Words of Warning

By WILLIAM SPROULE, Southern Pacific Company

UNLESS the railroads can make liberal earnings to maintain their credit, so they may get new money to make improvements and extensions, responsive to the business of the public, it is the public who will suffer, because there will be no field of expansion into which the general business of the people can develop. And further, if business should, within its present bounds of distribution, boom again, as it did in 1904, 1905 and 1906, there will be such a congestion of railroad facilities in the country as will stop the boom, congesting the business of the public and preventing that kind of material improvement and development which every man of business, large or small, is looking forward to for his salvation. The railroads are not ordering equipment to any great extent because they cannot pay for it. This nation needs a soundly informed and constructive public opinion instead of the destructive criticism which destroys confidence and helps to make hard times. Bad methods of a few should not bring censure on all.

were charged. It does find that "the steamship combination, when the deplorable conditions which existed before this method of business was adopted are considered, has greatly benefited the traveling public, especially the more ignorant class of many nationalities which travels in the third class or steerage."

The methods of the defendants were found to be reasonable and, instead of restraining, were found to foster and protect trade "by giving it a stability which insures more satisfactory public service for all concerned." In this connection, the strong point is made that without this method or something like it, either one of two results would follow, namely a disastrous rate war which would eliminate the weak and permit the strong to survive, or a monopolistic consolidation of competitors to avoid a costly struggle.

The Court also, in the light of reason and with full sense of its responsibility to the public, decided that the steamship combination must abandon its one obnoxious feature known as "the fighting ship," that is the use of vessels offering the lowest rates necessary to keep out a competitor. This, very properly, the Court decided was within the prohibition of the Sherman Act. The unanimous decision of this learned court is significant of better things and a more helpful outlook for business because it clearly states that combinations in themselves are not illegal and that size can be acquired providing it does not restrain trade, injure the public, or interfere with fair competition.

In the light of this decision, it is easy to perceive that some of the actions brought by the Federal Government against well-conducted industrial corporations must utterly fail. It is a misfortune that they were ever instituted.

Good Out of Evil

WELL, well! After all the denunciation of the Stock Exchange and the Cotton Exchange and all the other nests of so-called "gamblers," here are President Wilson and Secretary Bryan each buying a bale of cotton for \$50 to help "The Buy-a-Bale-of-Cotton" movement in the South. This movement is meant to increase the price of cotton, as it ought to be increased and as the price of every other commodity, whether from the soil or from the factory, ought to be maintained on a fair living basis.

Yet how many times have we heard denunciation of those who believe in maintaining a fair price for a commodity? How often have we heard the demagogue declaim against business combinations on the ground that they increased the cost of living. "Never mind the producer. Let him sink or swim but always remember the consumer." That has been the demagogic appeal. Strange to say it captivated the American people. But they are beginning to appreciate that cotton exchanges open a market to the cotton producer and stock exchanges offer the only market for the sale of securities. The people are beginning to learn that there must be markets for commodities or they cannot be bought and sold. They are learning, too, that the handling of the crops, the sale of municipal securities, the re-establishment of credit with foreign countries, borrowing from the banks, and trading in stocks and bonds, all have a close relationship with each other, and that you cannot attack the one without attacking the others. The people of this country, because of a frightful war abroad, are passing through an educational experience, costly indeed, but which perhaps will prove worth all that it will cost. So sometimes out of evil, good may come.

The Plain Truth

OBJECT LESSON! A national strike was threatened in Italy. There were outbreaks in several of its largest cities. Even Rome was occupied by the troops. A thousand anarchists and revolutionary Socialists were arrested. During the riots, the strikers cried out against the King and in favor of anarchy. It seemed as if a general revolution was impending. Then, a reaction set in. Patriotic citizens organized demonstrations and headed by flags paraded the streets, singing national hymns. Over 40,000 citizens were in the parade in Rome shouting "Long live King and army and down with the anarchists!" This was enough. The anarchists disappeared and the shops opened. The strike was ended.

SIGNIFICANT! The public is always indulgent with its Presidents. It realizes that their task is difficult. It wants to believe that the President typifies the highest type of American citizenship; that he is sincere, patriotic and well-intentioned. It realizes that a President must lean toward his party, but it does not believe that he should go out of his way to commend it when it is in the wrong. When he does this, it suspects that he has ulterior motives. The President's wholesale endorsement of a Congress notoriously extravagant, incapable and mediocre is, therefore, regarded as convincing evidence that he is seeking a second term, as he has a perfect right to do. The fact that the Democratic Platform declared in favor of a single term is not binding, for platforms are made to run on and not to stand on. President Cleveland favored a single term and said so, but he yielded to the entreaties of friends and ran for a second term. President Roosevelt did the same, and so will President Wilson if he can get the nomination, and that seems likely at present. As Congress did what the President demanded that it should do, his endorsement of the former is an approval of himself, but isn't he a little hasty in assuming that the legislation he has secured will really "set business free"? Isn't Leader Underwood nearer right when he intimates that the effect of new laws can be shown only by practical experience, which takes time?

COTTON! The cotton-growing States in the South are facing the greatest crisis they have had since the war between the States. That was political. This is financial. With an enormous cotton crop and the best market for it closed by the war abroad, the cotton planters, who had mortgaged the future on the basis of a good crop at fair prices, are facing bankruptcy. Several methods of furnishing extraordinary relief by the aid of the government have been suggested to Congress, but the Secretary of the Treasury and the President himself are steadfastly opposing any temporary makeshift. Two things are essential in this emergency to give the South the relief it needs: one is a free market for cotton by reopening the cotton exchanges in New York, New Orleans and Liverpool, and the other, by providing the necessary resources to finance the purchase of at least 5,000,000 bales of cotton. This can only be done by the banks. Steps to this end have already been formulated at St. Louis. It is proposed that the banks of the country shall contribute a fund of \$150,000,000 to be loaned on cotton at a valuation of 6c a pound, which is below the price at which cotton can be produced. In fact cotton is worth twice that figure in normal times, and will be again within a year. Thus shall we hope to solve the cotton problem, and the solution will carry with it, we trust, a lasting lesson to the demagogues whose principal working capital has been denunciation of our exchanges, our banks and bankers. Experience is the best teacher. Sometimes it is the most expensive.

LESLIE'S! A good old age is a heritage of which one may well feel proud. As the oldest illustrated newspaper in the country, LESLIE'S has many readers among those who have long passed the meridian of life, as well as an innumerable army of the younger generation. Our reproduction of the Civil War sketches going back over half a century has inspired a number of readers to write us words of approval. Some send us interesting reminiscences of the war between the States. One has just sent us a copy of the Detroit News containing an announcement of the retirement, after 30 years' service, of police superintendent John J. Downey. He was a veteran in the ranks of the 8th Michigan Infantry, and for a time acted as postmaster for the 9th army corps after the second battle of Bull Run. He made his first money by buying LESLIE'S and selling copies to the members of the various brigades who were eager to see the war pictures. With every recurring war LESLIE'S has largely increased its newsstand and subscription sales because of its timely illustrations. The great European war has given us another opportunity to prove to our readers the value of LESLIE'S as a pictorial history of the conflict. The photographs by the famous war photographer, James H. Hare, are, by all odds, the best that have been sent from Europe and our exclusive arrangement with the London Graphic enables us to print the best war sketches drawn by artists at the front. It is not surprising that our readers express their satisfaction with what LESLIE'S is doing.

Striking Views of the Kaiser's Great Army



BAVARIAN MACHINE GUN BATTERY IN ACTION

The methods of transporting machine guns are various, but the one here illustrated, and used extensively by the Bavarian troops, has the merit of being dependent only on men. The guns are dragged by hand on small sledge-like carriages. The transport most used is on the backs of horses and mules, although the Belgian and Dutch armies use dogs to draw their guns. Two objections to horses are that the guns are not ready for immediate use while in transport, and that the horses offer splendid targets for the enemy.



HOW THE GERMANS GO TO WAR

A soldier, with his two children, photographed on the streets of Berlin as he was leaving to join his regiment. This well illustrates the spirit in which the Germans meet the war. Not only do they not show signs of grief, but they actually rejoice at being able to make great sacrifices for the Fatherland.



A TROPHY CARRIED IN TRIUMPH

A Russian standard borne through the streets of Berlin by the man who captured it. The Germans were greatly inspired by their success in forcing the Russian advance out of East Prussia in the early weeks of the war. Guns, flags and prisoners were sent to Berlin, where they were exhibited as trophies of the prowess of the German arms. Desperate fighting is in progress on the eastern battlefield, by Germans and Austrians against the Russians.



AUSTRIAN TROOPS LAYING IN PROVISIONS

This picture was made in the courtyard of the Hofburg in Vienna, and shows soldiers buying supplies of sausages preparatory to starting for the front. They were on their way to meet the Russian advance. Austria is so isolated that it is very difficult to get pictures of her troops. The Dual Monarchy is having a hard time between the Serbians on one side and the Russians on the other, but reports indicate that her armies have redeemed the reverses sustained at the opening of the war.



PREPARING TO MINISTER TO THE WOUNDED

A German Red Cross corps and its field kitchen, where food is prepared for the injured. The German women are fulfilling the best traditions of their remote ancestors, not indeed, by fighting by the side of their husbands, but by following close behind the armies and caring for the wounded, often at great risk and always under terrible hardships.

Colorado's Civil War and Its Lesson

By EDWIN R. A. SELIGMAN, McVickar Professor of Political Economy, Columbia University, New York.



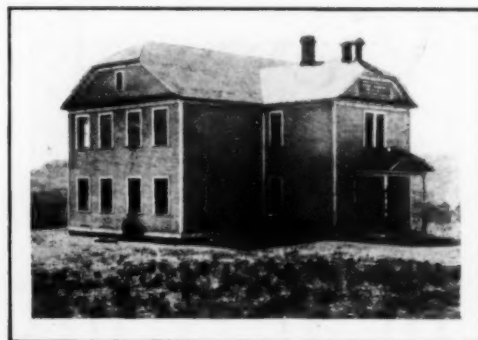
Men's club at Calcite, built by the Colorado Fuel and Iron Company.



A company church at Sunrise, built at a cost of \$3,400 for use of miners.

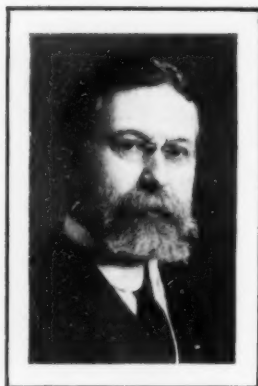


This church at Primero cost \$6,600 and the mining company paid the bills.



A school for miners' children at Primero, built and maintained by the employers.

SOME WELFARE INSTITUTIONS FURNISHED COLORADO MINERS BY THE OPERATORS



PROF. EDWIN R. A. SELIGMAN

lecturer on economy and finance, and has been prominent in the work of tax reform and municipal research. He is the author of numerous works on railway tariffs, taxation and principles of economy and has taken a special interest in the investigation of sociological questions. His review of the remarkable outbreak in Colorado which defied the state authorities and compelled the interference of the Federal government, will be read with special interest at this time.

ABOUT six months ago there was published an article by me on the Colorado strike, written immediately after the statement of Mr. John D. Rockefeller, Jr. In that article I called attention to the fact that several of the complaints of the miners seemed to be well-founded; that on the question of violence there was not much to choose between the miners and the operators; and that there seemed to be no convincing reason why the operators should not be able to make joint agreements with the United Mine Workers, as was the case in other parts of the country.

In the interval I have had the opportunity of visiting Colorado, of meeting some of the more prominent coal

EDITOR'S NOTE.—This article has special interest because of the fact that Professor Seligman, basing his judgment on what he read in the newspapers, wrote an article some time ago supporting the contention of the Colorado strikers. The article we print here-with was written after he had made a personal inspection of conditions among the Colorado miners. This led to a decided change in his views. There is a lesson in this to those who draw conclusions regarding public affairs and public men from headlines in the newspapers. Professor Seligman is the well-known

operators, of conferring with Governor Ammons, of personally inspecting some of the mines, and of conversing with both the miners and the mine superintendents. While my economic philosophy has not been changed in any of its fundamentals by this visit, a more intimate acquaintance with the facts has caused me to entertain a somewhat altered view as to the next step that ought to be taken.

First. Some of these facts are as follows: The operators themselves represent, as is natural, all kinds of men; but those at the head of the largest companies and not a few of the smaller operators are men of the highest grade. It has rarely been my good fortune to meet finer, more sympathetic, more broad-minded or more philanthropic men than some of the mine operators in Colorado. So far as I can learn, instead of the large operators being brought down to the level of the more unscrupulous, the tendency is just the reverse.

Second. A personal inspection of some of the mines brought home vividly the state of warfare in which there is now only a truce. Around the bed of every miner there is a thick, steel plate about four feet high to protect him from the bullets of snipers; and the bullet holes above these steel sheets are gruesome reminders of what has been and of what may again be. A civilization which requires the continued existence of these steel plates is certainly amiss.

Third. It is not generally known that from 1904 to 1910 the mines in the northern region were unionized. A northern operator whose mine I visited and who is himself a mild, broad-minded and entirely admirable gentleman, informed me that while John Mitchell was at the head of the organization things went on fairly well; but that immediately after his deposition the petty and arbitrary actions of the local multiplied to such an extent that not only was the mine no longer on a paying basis but that the management of the mine was practically taken out of his hands. Both he and the superintendent gave me details of the pin-pricks which made the situation, in their judgment, intolerable and which caused them, although originally friendly to the unions, to conclude that effective cooperation with the United Mine Workers in Colorado, as then organized, was impracticable.

Fourth. After an extended conference with Governor

Ammons I came to the conclusion that he, like some of the mine operators, was misunderstood in the east. The Governor is an able, energetic, high-minded, and thoroughly sincere man. He started out with all presuppositions in favor of the strikers—a fact that made him very unpopular with the operators. The result of the strike was to convince him of the unreliability of the majority of the strike leaders in Colorado and to breed in him a bitterness against the strikers which seems to be justified by some of the confidential documents which he showed me.

Fifth. Conversations with both the men and the superintendents seem to bear out the statements (a) that only an insignificant proportion of the miners belonged to the union when the strike broke out; (b) that virtually all of the many thousand miners now at work are not imported strikebreakers but are men who have voluntarily sought positions, without any desire to join the union; and (c) that many of the so-called strikers, now in the camps, are ready to return to work if they can be assured protection. It is also claimed, although I was not able to test the accuracy of this claim, that only a small proportion of the strikers still holding out were ever engaged in the Colorado mines. My conclusions are as follows:

The real crux of the Colorado strike is the desire to unionize the coal fields. The other demands originally professed by the strikers no longer occupy the stage. There is no disagreement on them. The effort of the United Mine Workers to unionize the Colorado coal fields was indeed legitimate. In fact, we may declare them perfectly sincere in their belief that without such recognition the workmen would be exposed to the risk of oppression and injustice. On the other hand, the experience of the northern operators was such as to cause a deep-seated and not wholly unjustifiable distrust of the organization as actually conducted.

We are only beginning in the United States to recognize that there are labor unions and labor unions. Sympathy with the principle of labor unions must not blind us to the fact that laborers, like employers, are human and that some labor unions or their branches seek to abuse their power and thus render conditions intolerable. The situation at Butte with the opposed and warring miners' (Continued on page 453)

Watching the Nation's Business

Preserving Neutrality Proves a Delicate Task

By OSWALD F. SCHUETTE, LESLIE'S WEEKLY Bureau, Wyatt Building, Washington, D. C.

STRICT neutrality is easy to proclaim, but when nations with a population of approximately 1,000,000,000 souls are at war the maintenance of strict neutrality by the one great power still at peace is a far more difficult task. This the State Department has discovered. For the strain upon the neutrality of the United States has been far greater than the press dispatches have indicated. Each day some new problem has arisen which has required most careful handling to prevent an unpleasant dispute with some one or more of the powers involved. Just now it is by far the most important item of "Watching the Nation's Business" in which the government at Washington is engaged. So far the administration has prevented the precipitation of a critical situation by avoiding as far as possible anything that might contribute to a clash. Wherever it could do so the State Department has declined to raise an issue with any of the powers at war, preferring to let the complaints of American citizens go unheeded rather than to take the chance of being involved in the European struggle. This has led to considerable protest from those who felt that American interests were not being protected properly.

To this there has been one notable exception. Because of the protests made to the Department against permitting the sale of American munitions of war to England and France, the Department issued a careful statement declaring that it was in no wise the duty of the United States, as a measure of protection to its own neutrality, to prevent such sales to the belligerents. In this statement the Department declared that a citizen of the United States could sell freely, "to a belligerent government or its

agent, any article of commerce which he pleases." Then it concluded:

He is not prohibited from doing this by any rule of international law, by any treaty provision or by any statute of the United States. It makes no difference whether the articles sold are exclusively for war purposes, such as firearms, explosives, etc., or are foodstuffs, clothing, horses, etc., for the use of the army or navy of the belligerent. Furthermore a neutral government is not compelled by international law, by treaty or by statute to prevent these sales to a belligerent. Such sales therefore by American citizens do not in the least affect the neutrality of the United States.

As a corollary to the issuance of this statement another came from the highest administration authority that the ban which had been placed earlier in the struggle on American loans to belligerent nations would no longer be enforced. If we can sell ammunition to England, according to this administration view, there is no reason that our bankers should not be permitted to loan money to France or Germany.

With reference to complaints, however, that England had exceeded her rights in stopping Dutch ships and taking from them cargoes of food and raw materials consigned from the United States to Holland, the Department declined to take action. Instead, it announced that it considered England had the right to declare contraband anything it pleased. As a result shippers found it necessary to get French and British authorities in the United States to "O. K." their bills-of-lading before vessels could be found to carry their consignments to neutral countries near the war zone.

This is doubly interesting in the light of a communication sent by Secretary of State John Hay to the Russian government during the Japanese war when Russia sought in the same way to make foodstuffs contraband. Great

Britain joined in that protest to Russia. The latter yielded. In his letter, Secretary Hay declared:

Articles which, like arms and ammunition, are by their nature of self-evident warlike use, are contraband of war if destined to enemy territory; but articles which like coal, cotton, and provisions, though of ordinarily innocent, are capable of warlike use, are not subject to capture and confiscation unless shown by evidence to be actually destined for the military or naval forces of a belligerent. This substantive principle of the law of nations can not be overridden by technical rule of the prize court that the owners of the captured cargo must prove that no part of it may eventually come to the hands of the enemy forces. The proof is of an impossible nature; and it can not be admitted that the absence of proof in its nature impossible to make can justify the seizure and condemnation. If it were otherwise, all neutral commerce with the people of a belligerent state would be impossible; the innocent would suffer inevitable condemnation with the guilty.

The Russian claim, concludes Secretary Hay, "obviates the necessity of blockades, renders meaningless the principle of the Declaration of Paris that a blockade, to be binding, must be effective, obliterates all distinction between contraband and non-contraband goods, and is, in effect, a declaration of war against commerce of every description between the people of a neutral and those of a belligerent State."

In the same controversy was cited the declaration of Lord Salisbury during the Boer war concerning the position of the British government on the question of contraband. In that Lord Salisbury said:

Foodstuffs, with a hostile destination, can be considered contraband of war only if they are supplies for the enemy's forces. It is not sufficient that they are capable of being so used; it must be known that this was in fact their destination at the time of seizure.

Another point which has caused great difficulty for the State Department is the reference in the newspaper dispatches to the "blockade" of the harbor of New York, by British warships. These ships, however, have remained (Continued on page 453)

People Talked About



AMERICAN WEDS TITLED BRIDE

Mrs. James Cox Brady, formerly Lady Victoria Pery, whose recent marriage to the well-known New York financier at Sea View, N. J., was a notable occasion in society circles. Mr. Brady is the son of the late well-known captain of industry, A. N. Brady, who left an estate estimated at nearly \$100,000,000, of which the executors are Mr. Brady's two sons, Nicholas F. and James C. Brady. The wedding was first planned to be held at Dromore Castle, Ireland, but Lady Pery's brother, Lord Glentworth, was called to England to join his regiment at the seat of war. To make it possible for him to attend the wedding ceremony was hastened, and he gave his sister in marriage at the altar, the Rev. Dr. Brooks of St. Paul's Episcopal Church officiating.



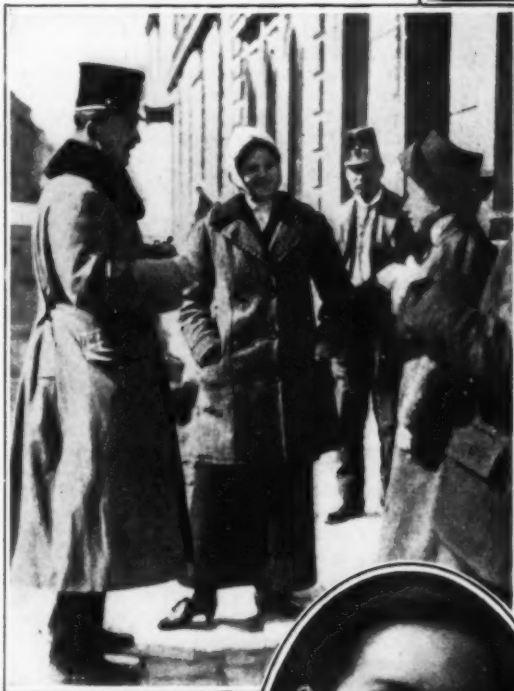
THE CZAR'S SISTER IS AN ARMY NURSE

The Grand Duchess Olga Alexandrovna, sister of Czar Nicholas, is working as a nurse with the Russian army. Despite her high rank she submits to the discipline of the Sisters of Mercy, and shares the labors of the hospital on terms of equality with the other nurses, some of whom are of peasant birth. The Russian hospitals are said to be well equipped and admirably managed. Bernard Pares, a professor of Russian literature in the University of Liverpool, has made a report to the British government of observations made in Russia, where he is the official representative with the Czar's armies, in which he highly praises the hospital service and the morale of the troops. He says the officers live in a simple, democratic manner.



BANDAGES MADE BY ROYAL HANDS

This interesting picture from Tokio shows ladies of the Imperial family making hospital supplies for the use of the army investing Tsing-tao. These princesses are near relatives of the Mikado.



THE HEIR TO AUSTRIA'S THRONE

This snap-shot of the Archduke Charles Francis Joseph, heir apparent to the throne of Austria-Hungary, and his wife was made in the streets of Vienna just before the Archduke left for the front a few weeks ago. The reverses which the Austrians suffered during the first weeks of the war have not crushed the spirit of the people. While Austria is far from having the military efficiency of Germany, she is still an important factor in the war. The Servians have proven troublesome enemies on the south, while Russia has threatened to overwhelm the Austrian armies on the north.



ABSORBING AMERICAN IDEALS

Foo Sun, whose father, Dr. Sun Yat Sen, was the first president of the Republic of China, and is now a political refugee with a reward of \$100,000 on his head, is a student at the University of California. He is fitting himself to take part in the politics of China by becoming familiar with America's ways.



HAS JUST BECOME A CABINET LADY

Mrs. Thomas Watt Gregory, wife of the newly appointed Attorney General, will be welcomed in Washington society both for her beauty and her social tact. The Gregorys have taken a house and will entertain much.



VILLA AND HIS FAVORITE

All Mexico is wondering what General Villa is going to do for his country. The conference between the Villa and Carranza factions at Aguascalientes showed how strong is the influence of the ex-bandit. It is generally believed that he has the power to make whom he will provisional president. His favorite is said to be Antonio Villarreal, (to the right in the picture) a socialist and a follower of Carranza but with whom Villa has a perfect understanding. Meanwhile Mexico continues in a state of anarchy, there being no security for life or property. It is asserted that executions of political suspects are numerous.



TRULY A TEXAS BELLE

Miss Jane Gregory, who graduated from the University of Texas last June, and was introduced to Washington society this fall as the debutante daughter of the Attorney General, is easily one of the most beautiful girls in the official set of the capital.

Interesting Study of Price Cutting

By JOHN ALLEN UNDERWOOD



JOHN ALLEN UNDERWOOD

in demand for years by publications issued in the interests of expanding trade.

THE price cutter fights the efforts of the producer to sell his goods on a one-price-to-all basis. Price cutting is not regarded as always objectionable. Frequently it is found necessary to sell merchandise far below the standard price, as when a merchant retires from business, or becomes bankrupt, or changes quarters. In exigencies of this kind a retailer must convert his merchandise into money as quickly as he can, and usually at almost any price that he can obtain for it. Such price cutting is actually necessary. It does not destroy property or trade, and the reason for such selling at a lower price is evident.

The price cutting to which many make objection, as being opposed to the best interests of the public, involves capital. It is the act of a prosperous merchant and not of one retiring from business, or involved in difficulties. Its object is not to convert goods into cash quickly, but to advertise; not to give buyers an opportunity to buy cheaply, but to allure purchasers into the advertiser's store for the purpose of buying, not the article on which the price is cut, but the goods which are sold sufficiently above the normal price to make up for the loss which the advertiser voluntarily takes upon the article the price of which he has cut.

When the same branded article is sold in the same community by one retailer at a less price than by another, the maker is competing with himself. To prevent this competition, the manufacturer of a trade-marked article often sells it to one retailer in a community, or he may establish an exclusive sales agency, or maintain a store and sell all his goods at retail. No one questions the legal right of an independent manufacturer to form such exclusive outlets for his goods. If exclusive selling agencies are legal, is there any reason why the independent maker of a branded article should be prevented from creating a selling system under which his many agencies for distribution to consumers will all sell at a uniform price? There is no difference in effect between an agent who retails the article and a merchant who retails it.

Many concerns can easily maintain the retail prices of their products. For instance, an oil company may maintain price and quality by selling throughout the world to customers from its tank wagons, but the average manufacturer must sell through jobbers and retailers, if he is to be able to offer his merchandise widely to the public and keep his price down to a reasonable figure. He usually has not the capital necessary to own his goods, both while in the process of manufacture and while on the retailer's shelves awaiting purchase by the public.

If all the manufacturers of all the goods used in a locality were located within that locality, and if all of them sold their goods directly to the public, price maintenance would be legal. Each manufacturer would be free to fix his price at will. If A and B made stoves of equal value and A charged \$20 for his, while B charged \$10, no one would attempt to prevent A from fixing that price for his own goods. Competition between the two stoves would soon compel either the lowering of A's price, or his loss of business. If a law were passed in this locality to prevent A and B and all the stove makers in the locality from combining and agreeing to sell all stoves of that grade at \$20, the interests of the public would be guarded by the law of competition—the freedom of the people to decide which article was cheapest. We have the Sherman law which insures against such combinations in this country.

Jurists who hold the opinion that because A distributes his merchandise through a jobber and retailer, the jobber and retailer are free to sell A's product at any price they wish, fail to see that true competition today is not between retailers and jobbers of rival merchandise, but between the rival merchandise itself. Opponents of price maintenance state that if it were allowed, all makers would sell their goods at fixed prices, and the result would be a much higher cost of living than at present, as the manufacturers would charge all the traffic would bear. Under such conditions, they picture competition as having entirely ceased; each retailer being an automatic exchanger of merchandise—on which the price was fixed before it came into his hands—for money.

EDITOR'S NOTE:—Mr. Underwood, the writer of this clear-cut exposition of a question that will especially interest the consumer, is an authority on the subject. He has had a rare business training, was educated at the Universities of Wisconsin and Princeton, had practical experience as a salesman, as an advertising manager and in the marketing of goods. He recognizes the retailer as the biggest factor in our present plan of distribution. It is not surprising that his articles have been

Passing over the fact that the prices upon all merchandise cannot be fixed, those who hold such apprehensions also do not consider the fact that so long as the channels of trade are clear, there will always be found those who can make money in satisfying the varied demands of the different classes of people in the community. For instance, in the safety razor business today there are several retailing at \$5; a number of others at \$2; some at \$1, and one at 25 cents. There is a demand for all of these razors. The fixing of the price cannot prevent the multiplying of the articles of trade to meet the varied needs of consumers.

It is highly important to the public welfare that the economic laws of competition be allowed to operate freely. A buyer should have the opportunity of choosing his purchase from as large a number of articles as possible, which meet his purpose. All purchasers should also have the opportunity of conveniently inspecting merchandise; to this end such merchandise must be sold in many places. These results cannot be attained by allowing retail merchants to sell the goods on their shelves at any price they see fit.

When a retailer sells a dollar watch for 60 cents, or a cake of 5 cent soap for 3 cents, he necessarily loses money on this particular transaction. He has no desire to lose money. His reason for cutting the price on such articles is partly to attract customers to his store, but mainly to advertise himself to those customers as selling all of his other goods—which are not of a standard or known value—at similarly advantageous prices. This is a misrepresentation, for he does nothing of the sort. If he did, he would soon be compelled to go out of business.

The average profits of price cutting merchants are usu-

they do so at the risk of their own reputation and business. Their customers, learning of the action of the other merchants in cutting the price on the article, form the impression that they have been overcharged; therefore, the regular dealers wisely decide that the best policy is to drop the sale of the article altogether. The cut-price dealer does not make up this loss of business to the manufacturer, as the cut-price article cannot long remain his "leader." It loses its novelty and drawing power. His use of it for this purpose is short; he soon drops it for another. The cut price outlet is closed to the producer as the regular trade has been lost. In this way one conspicuous price cutter can destroy a market for both the manufacturer and the regular dealers, and the loss to both is serious.

This is real restraint of trade.

Cut-price sales result in no gain to the public as a whole. One consumer gains what another loses; that is not true economy. The only one who is benefited has been the price-cutter. He has drawn buyers into his shop. He has increased his sales by unnecessarily injuring his small competitors, and the reputation of the merchandise on which the price is cut.

It is stated authoritatively that less than 10 per cent. of the retail stores throughout the country cut prices. Every cut-price sale, therefore, results in serious injury to the business of 90 per cent. of the retailers in the community who handle the articles on which the price is cut. They suffer loss not only in the depreciation in the value of their stock of such articles on their shelves, but in the general discrediting of their staple articles of trade. A number of such retailers, not strong financially and unable to stand the loss of business resulting from the discrediting of their goods, are forced out of business. The price cutters are constantly lessening the number of stores at which the public can buy branded goods. The public should therefore consider whether or not conditions should continue which seriously endanger the existence of the small store, which offers the convenience of neighborhood purchasing—a convenience which no locality can afford to lose.

In the United States today there are 1,250,000 retail merchants with 4,000,000 employees. In the families of these employees, dependent upon them for support, are about 4,000,000 more people; therefore, 10 per cent. of our population—evenly distributed throughout the country—is directly dependent upon our retail stores. Also bound up with their welfare are manufacturers whose products are sold in these stores; indirectly, therefore, the wage earners employed by such manufacturers are also concerned. Among the 1,250,000 merchants are included thousands of proprietors of general stores who buy some farm products, and are indispensable to the farmers among whom they do business.

All of these merchants form the channels through which almost all manufacturers must distribute their goods to place them most conveniently before the people. In the number of people concerned and in the volume of transactions, these retail stores are foremost in our business world. The changes which occur in the conditions governing retail business, therefore, directly affect our national life. Today there is a pronounced tendency toward concentration and combination of interests. This concentration in the retail business is only desirable if it is an economic benefit. The growth of these great companies comes from the business taken from the smaller stores scattered through the country. The public is becoming more and more dependent upon this new type of retail distributors. Their survival, therefore, is desirable, providing they are able to give the people better service and higher values than the small store.

The smaller merchants today are usually pictured as incompetent and inadequate to properly serve their customers, and economically burdensome. We constantly hear of the value of direct-from-factory buying, of the elimination of the middle men. Bigness, in the opinion of many, symbolizes effectiveness. People believe that the small stores cannot deliver values. They go to the larger stores to take advantage of their "bargains." Retail business, therefore, is gradually concentrating in our cities. The towns and villages are not prosperous and people move to the larger cities. This is a contributory factor to the present day decadence of our small towns. In Pennsylvania, where the mail order habit is the most widely cultivated, 1,520 towns went backward in population between the years 1900 and 1910; 746 towns in New York State lost population during the same period; 1,136 in Ohio; 789 in Illinois, as well as hundreds of towns in Michigan, Indiana, Iowa, Missouri, Wisconsin and other states. Railways are reporting a constant loss of traffic along their lines in some states. Is this loss of confidence in the small stores justified? If it is, the big companies must be able to do one or more of three things: First, operate their business at proportionately less cost than the smaller stores; second, buy cheaper; third, lose money.

The big companies cannot operate their business more economically than the small dealers. Their cost of doing business is usually higher. Authoritative investigations have found that the average overhead expense of the department stores, mail order combinations, and other chain stores, is 28 per cent. The cost of doing business in small

(Continued on page 453)



"In New York City careful investigation found that in numerous cases such merchandise was worth the price asked, but not the price quoted."

ally no less than those of the small dealer, and frequently much larger. An official of one of the large stores in New York City testified under oath recently that the usual, customary and ordinary profit on a certain line of goods in most large stores was 100 per cent. The manner in which cut-rate selling is effected is typically as follows: The merchant advertises that for one week he will sell a well known one-dollar article for 80 cents. He plans restrictions around his sale, limiting one article to a person and confining the sale to "one week only," or even a shorter period of time. He will then place on his counters a limited quantity of these articles each day. When these are sold, the buyer is told that the supply is exhausted, and, if possible, he is sold the store's private brand on which a large profit is made. At the end of the sale, the price of the well-known article is raised to normal, and for the following period a similarly widely known and largely advertised article is made the "leader." The economic effect of such cut-rate selling from the public's point of view is this:

First, the people who are able to buy a small amount of the widely known article at the cut price save 20 cents each.

Second, the other customers of the store make up, by paying extra high prices on other purchases, all that their neighbors save by purchasing the well-known article at the cut rate.

Third, the sale injures both the manufacturer of the article and the other retailers selling it, because it makes the public believe that either the manufacturer's or the retailer's profits are ordinarily exorbitant, or, in other words, that the article is not worth a dollar. Such a sale necessarily depreciates the value of the article, and by depreciating its value lessens the demand. A few cut-price sales of this character in any market will not only demoralize the trade of the regular dealers in that article, but will destroy the manufacturer's business there. The regular dealers cannot sell the article at cut prices without losing money. If they try to sell it at the established price,

In the Spotlight



RUTH CHATTERTON
Ruth Chatterton, who has won lasting popularity by her able impersonation of the orphan-asylum drudge in "Daddy Long Legs," at the Gaiety Theatre.



LILY CAHILL
Lily Cahill who charmingly plays a difficult role in "Under Cover," a melodrama of crime at the Cort Theatre.



A VIVID DREAM
Laura Hope Crews as Mrs. Marshall, in her dream revives her old lover who is the "Phantom Rival" (Leo Dietrichstein) of her husband (Frank Marshall).

cordingly to preach to the poor and lowly. A successful Christian barrister (for the play is English) has a daughter who also has a "mission" of the most militant kind. The two with missions meet, find that they are affinities and decide to get married. The Christian parents object until they discover that the young man has wealthy parents and the Jewish father and mother object until they discover that the Christian girl has made her mark in the world. The dialogue is spicy and interesting and neither Jew nor Gentile is spared. The outcome of the play should be left to the imagination. It is the interesting part of the performance. Elliott Dexter as "Benjamin Lipski" and Mary Servoss as "Rosalind Collins" carry the principal parts admirably, but every member of the company deserves commendation.

The Phantom Rival "THE Phantom Rival," an adaptation from Ferenc Molnar by Leo Dietrichstein at

THE character of the plays now running in New York is very different from those presented a year ago. The theatrical season of 1913 thrived on lurid and sensational dramas and the questionable social evil play. Toward the end of the season the public became satiated with this type and it was seen that with the backward swing of the pendulum another class of production would be expected for the present season. Managers and producers have said that they give what the public demands. If the present productions are an indication of this demand, then theatre-goers are to be congratulated on their discriminating taste, for it has given us such forceful dramas as "The Miracle Man," "On Trial," and "The Hawk," such mirthful comedies as "Consequences," "The High Cost of Loving" and "He Comes Up Smiling," while "Daddy Long Legs," a play of simple charm, bids fair to rival "Peg O' My Heart." The war has lessened interest in the theatre abroad, and this may be the reason why some good English com-



MRS. PATRICK CAMPBELL
Mrs. Patrick Campbell as Eliza Doolittle and Philip Merivale as Henry Higgins, the professor of phonetics, in the last act of Bernard Shaw's witty farce, "Pygmalion," at the Park Theatre.



WINIFRED HARRIS, HORACE BRAHAM AND SABA RALEIGH
Winifred Harris, Horace Braham and Saba Raleigh in "Consequences," the successful racial comedy which was recently the attraction at the Comedy Theatre. It will next be seen in Chicago.

panies and foreign productions are being seen in New York and why more are to come. The vogue of the moving picture drama, however, has been the largest factor in the change which is now noticeable in the legitimate theatrical productions. Many popular novels by the leading authors are being dramatized in motion pictures and the well-known Broadway stars are now seen in movies. The prices charged at the best moving-picture houses have made such an appeal to amusement-lovers that at last a popular priced theatre, showing the best productions with prominent stars, the New York Theatre, opened on Oct. 19th with John Mason, in "Big Jim Garrity." It will be interesting to note the effect of this new venture, for on the result of this experiment depends much of the success of the dramatic future.

Pygmalion MRS. PATRICK CAMPBELL was fortunate in opening her American season with a play that provides a part peculiarly suited to her genius. As Eliza Doolittle, in Bernard Shaw's clever and satirical farce, "Pygmalion," she scored a remarkable success at the Park Theatre. It is particularly gratifying to her innumerable admirers to see how convincingly she handles the progressive stages of the development of a London flower girl into a polished woman of the world. It is the whim of the author to assume that this transformation could be wrought by phonetics—the elimination of vulgarities of



MISS PAULINE FREDERICK
Miss Pauline Frederick who plays the role of the misnamed "Innocent" in the successful tragedy of that name at the Eltinge Theatre.

speech carrying away crudities of thought and action. However unconvincing this may seem in the abstract, the sweep of the play bears the audience safely past the shoals of doubt. The piece is rich in characterization, abounds in wit of the Shavian type and leaves a delightful impression on its auditors. The company is uniformly good.

Consequences A DELIGHTFUL example of intelligent and satisfactory comedy work will be found at the Comedy in "Consequences." Nothing more unique or original in plot has been given in New York for many years. The son of a Jewish family becomes imbued with the belief that he has a mission, and goes forth ac-



MISS RAY COX
Miss Ray Cox, who creates an irresistibly funny comedy character in "Twin Beds," the farce now at the Fulton Theatre.

The Season's Plays in New York

Astor	Miracle Man	The unique play of the season.
Belasco	Phantom Rival	Leo Dietrichstein and Laura Hope Crews in a brilliant performance.
Booth	Money Makers	Drama.
Candler	On Trial	Successful melodrama.
Cohan's	It Pays to Advertise	A roaring farce.
Cort	Under Cover	Good melodrama.
Eltinge	Innocent	Pauline Frederick in a sordid tragedy.
Empire	Diplomacy	Revival of a well-known drama.
Fulton	Twin Beds	Funny.
Gaiety	Daddy Long Legs	Comedy of sweetness and sentiment.
Globe	Chin-Chin	Montgomery & Stone in splendid musical comedy.
Harris	Salamander	Dramatization of Owen Johnson's popular novel.
Hippodrome	Wars of the World	Magnificent spectacle.
Hudson	A Perfect Lady	Rose Stahl in popular comedy.
Knickerbocker	The Girl from Utah	Tedious musical comedy.
Liberty	He Comes up Smiling	Douglas Fairbanks in an amusing play.
Little	A Pair of Silk Stockings	Society farce.
Lyceum	The Beautiful Adventure	Light comedy with one suggestive act.
Longacre	Kirk In Life	Good crook play.
Manhattan	Mr. Wu	Melodrama of New York.
Opera House	Papa's Darling	Walker Whiteside in an oriental drama.
Maxine Elton's	Big Jim Garrity	Musical Comedy.
New Amsterdam	Pygmalion	John Mason in an ordinary melodrama.
New York	My Lady's Dress	Mrs. Patrick Campbell in a clever farce.
Park	Five one-act plays	Mary Boland in a diverting comedy.
Playhouse	The High Cost of Loving	Low Fields in a mirth-provoking farce.
Princess	The Hawk	William Faversham and Gabrielle Dorziat in a strong drama.
Republic	The Law of the Land	Thrilling melodrama.
Shubert	The Highway of Life	Dramatization of David Copperfield.
48th Street	Dancing Around	Spicy Vaudeville.

First-Class Moving Pictures

Broadway	Under the Sea	Submarine motion pictures.
Rose Gardens	New bill frequently	
Vitagraph	New bill weekly	
Strand		



DRAWN FOR LESLIE'S
AND THE GRAPHIC

A GREAT CAVALRY CHARGE

This drawing was made by Mr. Skelton from rough sketches brought back by a wounded private soldier. It illustrates a charge by the Scots Greys and the Twelfth Lancers in the battle of Soissons. It is alleged that the Germans held up their hands in token of surrender, and that the cavalry rode through their ranks. Then the Germans picked up their guns and began firing. The British turned about and charged again, giving no quarter. It is claimed that scarcely a dozen of the 2,000 Germans escaped unhurt. Official reports praise the work of the British cavalry. The English learned the importance of mounted forces in the Boer War, and have developed the cavalry arm.



DRAWN BY RALPH CLEAVE FOR LESLIE'S AND THE GRAPHIC

HOW A MODERN BATTLE LOOKS

This is a picture of the battle as viewed from a housetop in Soissons. This was the first of the long series of fights that will be known in history as the battle of the Aisne. In the picture, which is accurate, as it is drawn from photographs and descriptions by eye-witnesses, the shells from the hostile guns are shown exploding in the distance. It does not often happen that an observer sees thrilling charges. A great deal of the fighting is at long range with heavy field guns, and the guns are always concealed if possible.



DEFENDERS OF ANTWERP HARASSING THE GERMANS

Men of the First Battalion of the Eighth Regiment of the Belgian Infantry, firing from hastily constructed trenches, during the investment of Antwerp. The officers are observing the effects of the rifle fire. The fall of Antwerp was hastened by the enemy cutting off the water supply. The German occupation of the city is being organized on a basis of permanency, and some citizens who fled to Holland are returning, having been assured of safety.

LESLIE'S GRAPHIC SERVICE



TSING-TAO, THE BEAUTIFUL GERMAN COLONY

This panorama shows the principal part of the city and harbor now besieged by the Japanese army and navy. Germany extorted a 99-year lease of the colony of Kiaochow from the Chinese government as reparation for the murder of German missionaries. The Germans had built there a sort of Oriental "Spotless Town," famous throughout the coasts of Asia for its beauty and good sanitation. The siege is progressing.

Pictorial Digest of the Great War in Europe

Scenes From the Battlefields of Belgium and France

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TRAGIC VIEW OF THE BATTLEFIELD AFTER THE RETREAT

This expressive drawing by an Italian artist, Aldo Molinari, reveals the horrors of war, with the survivors, too badly wounded to drag themselves away, alone among the dead, after the tide of battle has ebbed and night is falling. It represents a scene in the battle of Ypres, and does not exaggerate in the least. Such scenes as this are common along two battle fronts that stretch over almost 300 miles.



A BOER COMMANDO UNDER ARMS AGAINST GREAT BRITAIN

The first note of disloyalty in the British Empire was the rebellion of a Boer commando under Colonel Maritz, about the middle of October. The extent of the rebellion is not yet definitely known. It seems, however, that the majority of the Boers are loyal. Martial law has been proclaimed throughout the South African Union. There has been some skirmishing between loyal Boers and soldiers from the German South African Protectorate.



TELLING HER TROUBLES TO A DRAGOON

A scene from Senlis, a French town almost destroyed during the fighting. The old woman is recounting to the sympathetic French soldier how her house was riddled by shells. While northeastern France has not suffered as severely as Belgium, yet there are many thousands of homeless people there.



PORT ARTHUR CITY DEVASTATED BY WAR

Port Arthur, October 17th, the Japanese lost an old cruiser through a submarine attack in the harbor. Outside of this the casualties have not been heavy, as the place is being reduced by siege rather than by assault. It is strongly fortified. October 23d, it was reported that the Japanese had not yet mounted all their heavy guns and that the real bombardment might not begin for several weeks.

The Panama Exposition At San Diego

Photos Copyrighted by Panama-California Exposition



THE STATELY, SUPERB PRADO OF THE EXPOSITION

No more beautiful and entrancing sight has ever been presented than the Prado at the Panama-California Exposition. It will be especially appreciated by visitors from the wintry North.



Striking view from a tower on the Prado. This will be one of the most notable beauties of a beautiful exposition.

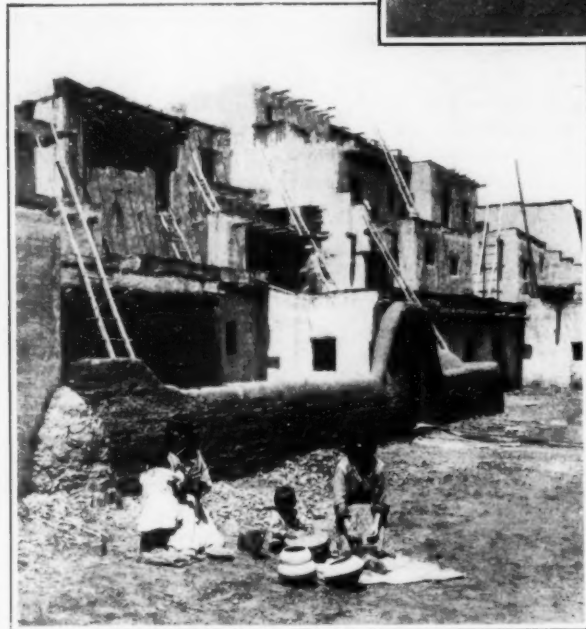


MIRRORED POOL OF THE BOTANICAL GARDENS

One of the great features of the San Diego exposition will be the floral and horticultural display. There will be gardens thick with the rare foliage of southern California, jungles of palm and cypress, acacia and the pungent-smelling eucalyptus, all relieved by the glowing hues of roses, honeysuckle and bougainvillea; deciduous and citrus fruit trees in bearing and an immense lattice house—the largest in the world—covered with flowering vines and surrounded by almost every known tropical plant. There will also be a special exhibit of irrigation, reforestation, reclamation and other projects that enter into the development of the Western States. It is the plan of the promoters to make this exposition typical of the Great Southwest, though all parts of the country and many foreign lands will be represented.

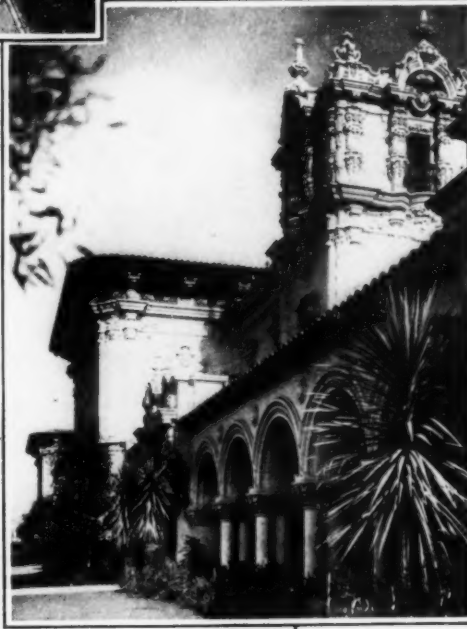


Colonnade of the Southern California Counties Building, modelled after one of California's historic Spanish missions.



POTTERY MAKING IN THE PAINTED DESERT

The history, life, arts and crafts of the various tribes of Southwestern Indians will be exemplified in the picturesque reproduction of the Painted Desert, where native Indians will be shown living in pueblos, hogans, cliff dwellings and adobe huts, shaping pottery, weaving rugs and blankets and making unique metal jewelry and ornaments.



BEAUTIFUL COMMERCE AND INDUSTRIES BUILDING

San Diego is the first port of entry on United States soil north of the Pacific terminus of the Panama Canal. It offers wonderful possibilities for commercial development with the countries north and south on the Pacific Coast and with the Orient; hence the great Southern California Exposition costing over \$10,000,000.



DOMED AND TOWERED CALIFORNIA STATE BUILDING

The architecture of the California State Building, with its 200-foot campanile, will represent the restoration of the best cathedral architecture of Spain in the old and new worlds. Many of the exposition buildings will be modelled after the 300-year-old missions with cloister and arch, open portal, and patio. Others will be in Spanish and colonial style. The attendants will be appropriately costumed.



A HISTORIC BUILDING MARRED BY TOURISTS

One of the beauty spots of California is Santa Barbara, a proud little city nestling on the slope of the Pacific in the shadow of the Santa Ynez Mountains. Here the ancient Spanish settlers founded one of the oldest missions in California in 1786, the Santa Barbara Mission, which has been active ever since. Thousands of tourists visit this historic spot each year, and many have been a source of annoyance to the institution which has frequently been put to expense to repair the depredations of visitors.

Leslie's Travel Bureau

EDITOR'S NOTE—This department will give specific information to LESLIE'S readers who are planning to travel at home or abroad. It is created to meet a special need that shows itself in the numerous letters that come to this office daily. In many cases these inquiries duplicate one another and the printed answer to one will give welcome information to others. Special travel experts on the LESLIE staff will make this page almost indispensable to the traveling public. Correspondents are requested to state definitely their destination. This will facilitate the work of this bureau. Stamps for reply should be enclosed. Address Editor, Travel Bureau, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.

PETTY DEPREDATIONS OF THOUGHTLESS TOURISTS

WE often hear complaints from tourists about inattention and lack of courtesy on the part of those whose duty it is to cater to the traveling public. But there is another side to the story; for instance, the custodians of places of historic or scenic interest frequently visited by travelers are obliged to maintain constant watch against the vandalism of souvenir hunters.

What satisfaction can be found in mutilating and demolishing things of interest and value to procure a souvenir, or in appropriating from well-known hotels such property as knives, forks, pepper and salt-shakers, napkins, towels and bath mats? The manager of a prominent hotel in New York even reports the disappearance of pillows from the bedrooms. The value of this stolen property yearly amounts to a very large sum. It has been the underlying cause for the appearance of such items as the following on menus: "Chicken en casserole in individual souvenir" or "Souvenir cocktail" in which the appetizer is served in a container bearing the house name, and which container is given to the patron. There are numerous little souvenirs, such as silver-plated trays, teaspoons, etc., for sale by various hotels to satisfy collectors. Not all things that disappear from hotels are taken with deliberate intention. Major Bowman, manager of the Biltmore in New York, has concluded that linen is not always purloined, but is taken away unconsciously as wrappers for shoes and other articles when packing, and men,

he says, unconsciously tuck bar doilies in their coat pockets after using them, and these are dropped at the next hotel visited. This wholesale purloining of hotel articles has led to the formation of a linen exchange. Many of the leading managers now have stock taken of all the foreign linen in their hotels, and at regular intervals this material is sent to its rightful owners, who then return linens not belonging to them.

One of the greatest sources of annoyance to custodians of places of interest is the mania possessed by many travelers to mark their names in conspicuous places. On a recent trip through California and the southwest I visited a number of the historic missions. At Santa Barbara I remarked to the courteous Padre showing me over the mission that all seemed so spotless, and asked how they kept the walls so white. He told me the mission had recently been whitewashed to cover the hundreds of names of visitors scribbled all over the walls. An old hand-carved grill over one of the windows had been broken by an adventurous tourist who used it as a stepladder to climb to the top of the window to place his name beyond reach of a renovating hand. At another mission tourists had chipped the walls, taken rounds out of historic chairs, and in one place a traveler had tried to purloin a souvenir from a mission museum. It is to be hoped that this deplorable trait of American tourists will be overcome, as they realize the annoyance and expense it involves.

W. F. Hamilton, Ont.; L. M. Vanguard, Sask.: For information regarding land-selling in Florida, address J. E. Ingraham, Land and Industrial Department, Florida East Coast Railroad, St. Augustine, Fla., or Wilbur McCoy, Agricultural Department, Atlantic Coast Line, Jacksonville, Fla.

P. M. K. Haverhill, Mass.: The season in Florida begins about the middle of December, although some of the larger hotels do not open until January, and closes about the middle of April. Good accommodations can be had at many of the smaller houses at reasonable rates. List is being mailed.

E. B. W. Blairsville, Pa.: Asheville, N. C., and Bermuda are highly recommended for those afflicted with asthma. Atlantic City is also recommended, but it is rather cold there at this season of the year for hay fever and asthma sufferers. Booklets being mailed.

E. A. F., Burlington, Iowa: Florida is so full of attractive resorts that it is difficult to select any particular spot with knowing whether one seeks a fashionable or a quiet place or an inexpensive or expensive resort. The Florida East Coast Railroad, St. Augustine, Fla., publishes booklets describing the resorts in Florida. Copies will be sent to readers of LESLIE'S on application.

Sea Voyage, Boston: A short sea voyage in winter along any of the Southern routes will give you the change you desire. A beautiful illustrated booklet entitled "One Hundred Golden Hours at Sea" can be had by addressing L. H. Nutting, General Passenger Agent of the Southern Pacific Steamship Co., 39 Broadway, New York. He will also send you literature regarding the California Exposition.

C. F. H., Lincoln, Neb.: The population of the Isle of Pines is mostly American and Canadian. The climate is ideal in winter. Tropical fruit and mineral waters furnish the chief exports. There are a number of hotels, the largest at Nueva Gerona and Santa Fe. Complete lists of hotels and boarding-houses and pamphlets of interest are being mailed. There are tri-weekly sailings from Havana, about two hours from Havana, to the Isle of Pines. Round trip fare from Havana, \$12.

H. S. D., Memphis, Tenn.: Both the California Expositions open before the New Orleans Mardi Gras, which begins about the middle of February, and all three cities could be visited by you easily from Memphis, via Illinois Central, and Southern Pacific Railroads. You could return via Panama Canal, traveling via Pacific Mail Steamship line between San Francisco and New Orleans. The

one-way rate between San Francisco and New Orleans is \$125. By adding a little more you could return via New York by boat and thence via rail to Memphis, stopping en route at Philadelphia and Washington.

W. S., Grenada, Miss.: You will find Havana a delightful city to visit for a fall or winter vacation. There is more life and gaiety in the city, however, during the regular tourist season beginning after the holidays. The climate is healthful and invigorating and there are many attractive auto trips in the vicinity of the city. The trip could be made from your location either via Morgan Line from New Orleans or via Munson Line from Mobile. If you wish to return by a different route, take the Peninsular & Occidental S. S. Line to Key West, thence to Mobile via Mallory line, stopping at Tampa en route. If you desire further information, write again.

R. E. W., Elizabeth City, N. C.: The spring or after the rainy season in fall would be the best time to visit the Panama Exposition. For you the best route would be via Norfolk & Southern to Charlotte, connecting there with the Washington-Sunset route over the Southern and Southern Pacific lines to San Francisco. By going this way you could also visit the San Diego Exposition, which opens January 1st and will be very interesting and beautiful. You could return from San Francisco either via the D. & R. G. or Union Pacific routes to Denver, thence via Colorado Springs, Kansas City, Memphis and Charlotte to Elizabeth City. The regular fare for the round trip is \$139.25, Pullman extra. Exposition reduced fare covering this route has not yet been announced. For information regarding accommodations in San Francisco, write the San Francisco Hotel Bureau, Market & Kearney Streets, San Francisco, Cal.

As She Described It

ALICE, an enthusiastic motorist, was speaking to her friend Maud, in relation to the slowness of a certain young man at proposing.

"Charley seems to start easy," she remarked, "and he speeds up well, but just at the critical moment he always skids."—Judge.



The Autographic Kodak

Date and title your negatives permanently, when you make the exposures.

EVERY negative that is worth taking is worth a date and a title. The places you visit—interesting dates and facts about the children, their age at the time the pictures were made—the autographs of friends you photograph—these notations add to the value of every picture you make. Architects, engineers and contractors who make photographic records of progressive work, and the amateur who wants to improve the quality of his work can make valuable notations on the negatives, by means of the Autographic Kodak.

Just release a stop and a door opens in the back of the Kodak; write whatever notation you want; expose from 2 to 5 seconds; close the door and you are ready for the next exposure. On the margins between the negatives will appear a permanent photographic reproduction of the notation you made. It is not a part of the Autographic plan to reproduce this in the print but that it simply be preserved as a permanent record on the negative. It is obvious, however, that such records can be shown on the prints themselves whenever desired.

The greatest photographic advance in twenty years.

No. 3½ Autographic Kodak, pictures 3¼ x 5½ inches, - - - -	\$22.50
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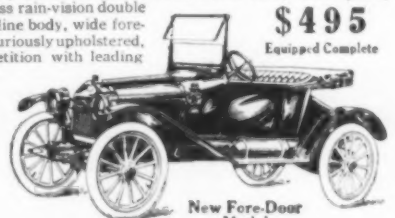
The Quality Car

means real automobile luxury at the lowest possible price

THE powerful METZ Roadster, in its new fore-door form, is a masterpiece both in design and construction. It is a giant in strength, dressed in an exterior of elegance and comfort—precisely the car you want, if you want the most for your money. This new METZ model carries the best equipment throughout, including 4-cyl. water cooled motor, Bosch magneto, Prest-O-Lite tank, best quality Goodrich clincher tires, and plate glass rain-vision double adjustable wind shield. Pure stream line body, wide fore-doors, roomy and comfortable seat luxuriously upholstered, with deep cushions. In open competition with leading cars of all makes, as well as racing models, it has consistently won numerous endurance and hill-climbing contests, including the last Glidden Tour. It is a safe car for any woman to drive, and in reliable road performance has no superior.

Write for catalog "A"

METZ CO., Waltham, Mass.



New Fore-Door Model

The Recognized High Class Car in the Low Price Class

The Captivating Poster-Stamp Fad

A FEW years ago a Munich chocolate manufacturer reproduced in miniature several of his most popular posters, perforated and gummed like postage stamps. One of these stamps was wrapped in every penny package of chocolate, and the children, quick to recognize a good thing, began to buy the sweet for the sake of the stamps. Out of this modest beginning grew the poster-stamp fad—a hobby which had assumed startling proportions in Europe before the great war broke out. In Germany and England the stationer's shops were enriched with vari-colored stamps issued by all kinds of business houses from the great manufacturers to the smallest wide-awake retailer.



An Advertising Stamp

The American business man was a little slow at first to recognize the possibility of the poster-stamp craze, but eventually he woke up to his opportunity and he is now bidding fair to take up the thread where it was broken off in Europe, and see it through to its logical and useful conclusion. Poster-stamp collecting is not silly like most hobbies. Already the best work of the best artists in this country is being reproduced in these attractive miniature posters, and stamp albums are beginning to blossom with color like a summer garden.



A Fairy Tales Stamp

Poster-stamp collecting affords instruction in art, advertising, harmonious color arrangement and printing, and therein it becomes a source of both education and delight to old and young. By reason of the great upheaval in Europe foreign stamps will be rare, so those who have been fortunate enough to start early will eventually possess collections of considerable intrinsic value. Already instances are related where collectors have paid as much as \$25.00 each for rare German stamps. Another charm about the poster-stamp is that many thousands of them may be kept in a comparatively small album; they do not require special housing like many of the collections that have from time to time claimed popular attention.



A Foreign Travel Stamp

If you desire to start a collection, send 25 cents for 40 Advertising Stamps (American and Foreign) or 37 Travel Stamps (Views of Europe) or 60 Fairy Tales Stamps. State your preference and address

Leslie-Judge Company

225 Fifth Avenue

New York

In the World of Womankind

By FRANCES FREAR

EDITOR'S NOTE:—This department is devoted to the interests of women. It aims to deal with vital problems in a wholesome and helpful way, and invites the co-operation of its readers. Inquiries will be answered by Mrs. Frear, either through the columns of the paper, or by letter. In case an answer is wanted by mail, a stamp for postage should be enclosed, and all communications should bear the name and address of the writer. Address Frances Frear, care LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.

Teaching Women to Know Silk

HOW many women know there is an artificial silk made from wood pulp, or that raw silk can be "filled" with tin until it weighs four or five times as much as its real weight? These and lots of other interesting things about silk, that every woman should know, were told the visitors to the big silk exposition recently held in Paterson, N. J.

One learned that the artificial silk is fairly strong and very glossy, making a lustrous material when woven into piece goods, but the minute it is wet it will break. This artificial or wood silk is used chiefly in the soft, lustrous, woven ties so popular with men these days, and it forms a portion of the strands from which silk stockings are made, this wood silk being used on the outside of a cotton thread which strengthens it for washing purposes. Only the high-priced stockings are made of pure silk. Wood silk is also woven into some of the cheaper grades of silk piece goods, or combined with linen or cotton in mercerized materials.

When the silk worm spins his cocoon of the tiny, web-like strands of silk, so fine that it takes from twenty to thirty strands to make ordinary sewing silk, it uses a sticky secretion to hold the silk together. In the industry this is known as gum, and weighs about four ounces to a pound of silk. When the raw silk is cleaned and this gum removed, the silk is frequently "filled" again with a chemical solution of tin, sugar and sumac that makes the same twelve ounces of silk weigh from thirty ounces up to as high as seventy, although it is not often that so heavy a "filling" is used. This makes your silk dress goods heavier and seems to give it more body, but in reality the tin in the filling solution makes the silk crack and reduces its wearing quality.

Did you know that the pattern in some silks is printed on the loose threads of the warp alone, some after the piece is made and in others (such as brocaded silks) is woven in by means of patterns cut in cards like the rolls of a piano-player? This kind of weaving needs great skill and the operators are paid higher salaries, so of course silk woven this way costs more than other kinds.

Paterson is the biggest silk manufacturing city in the United States. That is, it is the largest silk weaving city. The raw silk is shipped into this country in skeins from China, Japan and Italy. Very little, if any, silk is raised in this country, and the best grades come from Japan and China, where the industry originated and was a secret until an Italian monk learned the process and carried three innocent silk worms to Italy in the head of a walking stick. Paterson is also the center of the silk industry which extends through New Jersey and over a good part of Pennsylvania. The war has awakened the industry to its opportunity and it is not unlikely that silk-making will soon be done in other parts of the country,

just as cotton goods are made in California, even though the largest cotton fields are in the Southern States. When the silk industry expands very likely more of the interesting exhibits such as Paterson displayed will be held in other cities of the country. The women of the land should try to visit them and learn the important things about the fabric they use more than any other.

And do they know that the poor, innocent silk worms have to be killed by heat before their cocoons can furnish the silk for their gowns? Doesn't it seem cruel to think that insects, birds and animals must suffer to make women the "fairer sex"?

Women Need Systematic Exercise

THE woman who does her own housework (and that is the fortune of the majority) is usually worn out at the end of the day. She is apt to conclude, therefore, that exercise is a word not intended for her. She couldn't make a greater mistake. A woman needs a half hour's rest near the middle of the day, it is true, but she needs also systematic and stimulating exercise. One reason why women are so fatigued at the end of the day is that they lack muscle tone. Half an hour of brisk exercise suited to the

peculiar needs of each individual, taken regularly, followed by a cold dash of water will serve to keep the whole muscular and nervous system in tone and work wonders in keeping the eyes bright and the color good, something that all women desire. The housewife who takes both a brief rest and systematic exercise daily will not find herself so much a prey to that tired-out feeling at the day's end, and will be able to do all of her work the better.



AN EMPRESS AIDS SOLDIERS OF FRANCE

Dowager Empress Marie Feodorovna, under whose patronage the Russian Embassy has opened a Red Cross hospital at Blancheville, France, where many wounded French officers and men are being treated. The hospital is in the new chateau of a famous chocolate maker and is well equipped. The doctors belong to the best Russian families and are devoted to their work.



CROWN PRINCE'S MOTHER-IN-LAW FLOUTS THE KAISER

Grand Duchess Anastasia of Mecklenburg-Schwerin, whose daughter married Crown Prince Frederick William of Germany, has renounced her German nationality and has again taken the nationality of her birth, which is Russian. She will hereafter be known as the Grand Duchess Mikalovitch. She is a cousin of the Czar and has often shown her disregard for the Kaiser's authority.

Women's Helping Hand

IF the women of America want to help relieve distress among the soldiers at war, a very simple way would be to get out their knitting needles and make socks. Earl Kitchener, through Queen Mary, has appealed to the women of the British

Empire for 300,000 pairs of socks. Lady Paget, who is a daughter of the late Paron Stevens of New York and who is a member of the committee appointed by Queen Mary, has sent out an appeal to the women of the land of her birth to help in making this provision. Mrs. McKinley, wife of the martyred president, was for years an invalid unable to participate to any extent in social life. Her hands were never idle, however, and through her industry hundreds of the poor and destitute in hospitals were supplied with warm gloves or mittens made by the "first lady of the land." This is one of the most interesting lights upon Mrs. McKinley's character, and should serve as an example of what American women may now do to aid the soldiers of Europe's "far flung battle line." Were it possible to send such help without distinction to the soldiers of all the armies, the call would make a yet stronger appeal to the humanitarian instincts of our American womanhood.

Leslie's Export Promotion Bureau

Conducted by W. E. AUGINBAUGH

EDITOR'S NOTE.—Mr. Auginbaugh will answer any legitimate trade inquiries from American business houses interested in opening or developing an export trade. For more than 20 years he has been placing American goods in foreign markets, and he speaks from personal experience. Inquiries directed to LESLIE'S Export Bureau, 225 Fifth Avenue, New York City, will be answered by the earliest possible mail.



MOSCOW, THE ANCIENT CAPITAL OF RUSSIA

The Russians have a saying that while Petrograd is the brain of the country Moscow is its heart. It is the leading commercial city of the empire. Its population, including suburbs, is over 1,200,000.

AMERICA has been recently awakened to the possibilities of increased export trade, but principally in the South American field. I have endeavored to show something of the possibilities there, but it would be a mistake not to point out the wonderful opportunities in other directions. It was only a few weeks ago that the Russian government officially invited Americans to consider the trade opportunities offered them by the interruption of Germany's great commerce with the Land of the Czar. China, India and Japan also offer chances for increased trade, and they have this advantage over the countries of Latin-America, that business is established on a more secure basis, credits are more easily ascertained, and the financial conditions are better. Russia has 170,000,000 people, China nearly 400,000,000, India 315,000,000 and Japan nearly 60,000,000.

Last year the total imports to Russia were \$512,251,000; to China \$548,351,000; to India, nearly \$400,000,000 and to Japan \$363,256,960. Of these enormous sums the United States supplied Russia with only \$31,000,000 worth of goods, \$8,000,000 of which went direct and \$23,000,000 through European hands, thereby giving German and English merchants a profit on our products. England contributed \$79,675,000 worth of imports, while Germany's share was \$269,557,500, France's \$28,927,000, and Belgium's \$3,389,000. To China last year the United States shipped goods to the value of \$27,500,000 only. England sent \$175,000,000, Germany \$76,000,000, France, \$10,000,000, Belgium \$19,000,000, and Russia \$40,000,000. To Japan in 1913 we sent products amounting to \$60,953,354; Great Britain exported \$97,000,000, Germany \$34,000,000, France \$2,914,000, Belgium \$4,724,000, Austria-Hungary \$1,645,000 and Russia \$20,000. To India our total sales for 1913 were the smallest of those of all the great manufacturing and shipping nations.

The demands of the 945,000,000 people of these countries, owing to their primitive methods of living, are chiefly for the necessities of life. With more intimate contact with the progressive nations of the world, with the coming of new energy and the realization of their great strength they will experience a desire for the things that make life worth living. Each of these countries is bound to raise its standard of living as time goes on. Do you realize the full significance of this? Were China to raise its standard of living to that of the United States at the present time, it would be equivalent, so far as market possibilities are concerned, to creating five new Americas. The same proportionately is true of the other countries under discussion. These changes in standards may come quickly. The purchasing powers of these lands in the process of their development will be enormous.

Like Latin-America, these countries were financed by Europe, and as we have seen, obtained the bulk of their imports from the same source. Unlike our sister republics to the south of us, however, the shutting off of continental money has not crippled them severely nor materially reduced their purchasing power. Russia to-day is sound financially, while China is in an excellent shape from a monetary standpoint. With the good crops which India is warranted in expecting this year, and a good market for them, she should be prosperous. Japan, through its association with England, has

just negotiated a large loan, so that its credit is re-established.

With the European countries, which formerly supplied their requirements, in a death struggle for existence, which in all probability will last a year or more, Russia, China, India and Japan, naturally turn to the United States, as the only available source of supply. All of these nations, and particularly China, are well disposed toward us. If we start to cultivate these markets now, it will mean national prosperity for years to come. It will mean an increasing friendship with peoples destined to develop. It will give us an opportunity to establish high ideals of all kinds. My next article will deal with the specific requirements of the markets in Russia, China, India and Japan.

Answers to Trade Inquiries

A coal mining company of West Virginia wants to ship to South America. I consider that Latin-America should be a good market for coal, due to our geographical position and our great coal beds comparatively near tide-water. South America has a limited coal supply of its own, Venezuela has a few mines, Peru five or six coal fields, and there are a few in the south of Chile. Fuel for ships, gas and electric light plants, street car and railway systems and factories is imported. South America last year bought from England \$23,500,000 worth of coal, and from the United States only \$750,000. The Argentine alone took \$26,019,186 of coal, of which England supplied 52 per cent.; Belgium 22 per cent.; United States 16 per cent.; and Germany 10 per cent. With three of the four countries which contributed to this coal supply at war, it is obvious that the opportunities for a large trade in this commodity are excellent. Brazil, Chile, Uruguay and Argentina are the best markets and it would pay to send a representative to the largest cities in these countries. At the start it will be difficult to get vessels to handle this trade, and it would be wise to take up the question of chartering ships with some responsible ship broker at once. Be sure to select for this initial trip a capable man. Finances in these places are bad at present and he will have to be able to judge credits, and extend to those responsible whatever courtesy in this line may be advisable.

The leading coal dealers in these countries are: Valparaiso, Chile—Graham, Rowe & Co., Geo. C. Kemick, J. & A. Brown; Rio de Janeiro—Brazilian Coal Co., Correa y Cia., Kramer y Cia., Godinko y Cia.; Buenos Aires, Argentina—Cia Aleman de Depositos de Carbon, Curet & Pettis, Roma y Cia., Worms y Cia., J. M. Yaniz, Claudio C. Marquez; Montevideo, Uruguay—Eduardo Acevedo, Rafael Fernandez, Sociedad Uruguaya de Carbon.

A dehydrated food company in Wisconsin desires an opinion as to the opportunities for dehydrated vegetables. In Central America and the northern countries of South America there would not be much of a field for this line, as vegetables are abundant, cheap and good. The West Coast of South America, from Ecuador to Valparaiso, Chile, is practically an arid plain, void of vegetation, except where irrigated. Vegetables are all imported to such cities as Iquique, Antofagasta, Molendo, Paíta and Sallaveri, to the mining towns, nitrate factories and construction camps. The development of such a trade could not be handled by correspondence.

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Russia Renews Her Pledge to Allies

By MARTIN MARSHALL

WE should not forget the importance of the eastern theater of the great European war because we hear so little of the operations there. However much French courage and devotion and British steadiness and pertinacity may have to do with the ultimate settlement of the war, it seems now that Russia is likely to be the deciding factor. This gives vital importance to the announcement of Mr. Sazanoff, the Russian Minister of Foreign Affairs, through the Associated Press, that under no circumstances will Russia make peace with Germany independently of her allies. Now that the war has settled down to a contest of endurance, the immense resources of Russia in men, horses, provisions and money are of first importance.

From a purely military standpoint Russia, so far, has been somewhat of a disappointment. She has massed great bodies of troops against Austria and Germany, and while she has apparently somewhat the advantage to date, nothing decisive has been achieved. The siege of the Austrian fortress of Przemyśl has been conducted with vigor and determination, but the losses of the besiegers have been terrific. German reports—doubtless exaggerated—insist that 40,000 Russians have been killed in assaults on the outer fortifications, and without decisive results. When we recall how quickly the more powerful fortifications of Liège, Maubeuge and Antwerp fell before the German armies, it is apparent that the Russian siege equipment is by comparison inefficient.

No official figures are available as to the strength of the Czar's armies massed against the German-Austrian lines, but the estimates of 3,000,000 men in the first line, with another million reserves coming up do not seem to be impossible. If this immense array had been handled with the dash and success of the little Serbian army, Austria would have been conquered before this time. However, it was anticipated from the beginning that the Russian army would move slowly, and that its effectiveness lay in numbers rather than in swiftness. In justice to the Russian campaign it must be said that so far it seems to have been developed along sound lines, and the only fault that the Allies might find with it is that it has failed to relieve sufficiently the pressure on them in the western theater of war.

Germany strove desperately to take the French towns on the English Channel. On October 20th the press reports stated that the inhabitants of Calais and Boulogne were in a panic, owing to the persistent German advance in the direction of those ports. At the same time the gallant little Belgian army, reinforced by French and British troops, was trying to oust the Germans from Ostend and Bruges. The importance of controlling the coast of the English Channel and the lower North Sea is apparent, as from these points of vantage Germany hopes to launch a thunderbolt against England.

The size of the Allied armies at the end of October cannot be stated positively, as the censors permit no official figures to be given out, but military observers believe that the French have approximately 3,000,000 men under arms and Great Britain has about 1,000,000. The Belgian army has



FRENCH HOSPITALITY FOR HIGH-LANDERS

British troops are very popular in France and these London Scottish soldiers, the first territorialists to reach there, were entertained as enthusiastically as the regulars.

been reduced to the comparatively small number of 80,000, yet it must be remembered that even this force is of some importance. The tremendous extent of this war may be illustrated by a comparison. The Allies have presumably a total of something like 2,000,000 engaged in the 350 mile battle line along the French frontier. Of this vast number the Belgian army is only 4 per cent., but it is almost as large as the

the Allies will need superior strength to make advances. For this reason there have been frequent suggestions that Japan should send large numbers of troops to take part in the French campaign. This will probably not be done. Japan is handling the war in Asia in her own way and with her usual thoroughness and efficiency. The siege of Tsing-tao continues with varying fortunes. Undoubtedly the Japanese losses have been much heavier than those of the defenders. This was to be expected. In the meantime, Japan has been strengthening her position, by occupying German stations in the Marianne, Caroline and Marshall Islands. It is assumed that these islands are taken by Japan as a part of her campaign to eliminate German cruisers from Asiatic waters, and that they will be turned over, at the end of the war, to Great Britain, should the Allies prove victorious. Assurances have been given that the United States has nothing to fear from these occupations.

The new British censor, Sir Stanley Buckmaster, has announced that the restrictions on press matter will be mitigated, but the only real news of the war allowed to reach the press comes from the official announcements of the various ministries. Special correspondents who get to the front are arrested and sent to the rear, where they are allowed to write only incidents that can have no possible military value to the enemy. Wonderful accounts of heroism and endurance are reported from both sides, and from these glimpses of the unspeakable horrors of the trenches, one is inclined to believe that war is becoming so terrible that it soon



FOR THE SOLDIERS AT THE FRONT

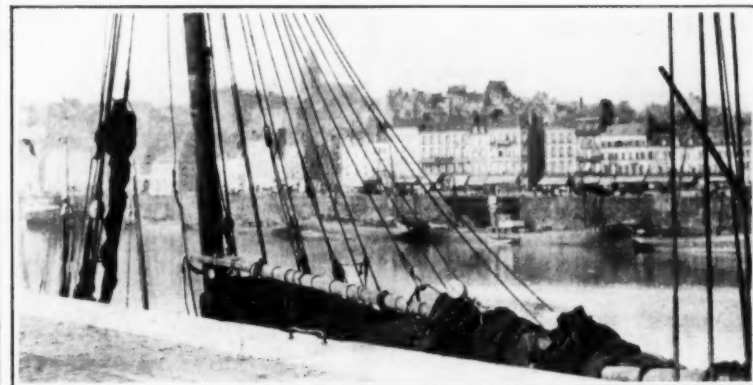
Tokio geisha girls filling comfort bags for the troops at Tsing-tao. All grades of Japanese women are doing something for the soldiers.

entire Federal force at the Battle of Gettysburg, and many of the world's greatest battles have been won by armies numerically inferior to it.

The General Staff has announced that Germany has approximately 5,000,000 men under arms. From unofficial sources it is stated that another million and a half of untrained men are being organized to take the field later. Against this number of men, fighting on the defensive and animated by the most wonderful unity of spirit,

will be wholly impossible. It is not that the destruction of life in modern warfare is greater than formerly. In fact, it would seem to be proportionately less, due to the larger percentage of wounded as compared with those killed outright, and the greatly decreased death rate from wounds and disease. But the strain on the nervous systems of the men involved is beyond the power of words to describe.

One correspondent who reached a position of the Allies where the outpost trenches were within 300 yards of the Germans has most vividly described the condition of the embattled soldiers who had burrowed into the earth as a protection against the ceaseless rain of shell and shrapnel. Wounded men lay within a few hundred feet of the trenches for days, dying slowly of thirst and gangrene because it was impossible to rescue them. Anyone attempting to do so would inevitably lose his life. For days at a time the defenders of these trenches were hemmed in under ceaseless fire, unable to sleep or obtain rest, and when eventually relieved and sent to the rear they were in such nervous condition that sleep seemed to be an impossibility. Precious hours that should have been devoted to rest were taken up in nervous and useless activities. So terrible was their condition, as reported by this correspondent, that after wasting twenty-four hours they welcomed the order for a long, difficult march because it gave them something to do.



MUCH WANTED BY THE GERMANS

A glimpse of the harbor of Boulogne, one of the three French seaports which General von Kluck's army tried to envelope. About October 20th, the inhabitants of the town were in a panic, as it was reported that the Germans were approaching. King Albert and his Belgians had much to do with checking them.

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WILLIAM A. LAW
Vice-President of the First National Bank of Philadelphia who was elected President of the American Bankers' Association at the fortieth annual Convention in Richmond, Va.

Jasper's Hints to Money-Makers

NOTICE.—Subscribers to LESLIE'S WEEKLY at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of LESLIE-JUDG Company, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, LESLIE'S WEEKLY, 225 Fifth Ave., New York.

SOME things settle themselves. While we have been wondering how we would settle our obligations to Europe without sending out of the country more gold than we could spare, it is suddenly discovered that we may possibly pay our debtors abroad by sending them the commodities they need, and thus keep our gold at home.

At the outbreak of the war it was predicted that the belligerent nations would be obliged to seek supplies of food and other necessities in the United States. Their first demand was for food, and the price of wheat at once responded and rose as the demand increased. Next the meat-packing concerns found themselves overwhelmed with orders. Then there was a little halt in the export demand in the belief that possibly the war would be short, sharp and decisive, but as it became apparent that it would be prolonged, perhaps for a year or more, agents of all the contending nations swarmed across the ocean with prodigious orders for food, ammunition, dynamite, horses, clothing, camp equipage, rifles and even, it is said, for cannon.

This justifies the prediction I made at the outbreak of the war, and which I still maintain, viz., that if the struggle continues it will lead to a tremendous impulse to our prosperity and ultimately relieve the distressed condition of the cotton market. If we can turn the balance of trade in our favor, all danger of opening the Stock Exchange will disappear, for we shall have the necessary credit abroad with which to meet obligations that arise from the unloading of securities by foreign holders.

I have great doubt whether foreigners will want to sell American securities unless compelled to do so, for it can readily be understood that with all Europe at war and America at peace our securities will be the best of all investments.

At all events the skies are brightening, and with the adjournment of Congress and a possibility that the Interstate Commerce Commission may abandon its imbecile policy toward our railroads the possibilities of the re-opening of the stock and cotton exchanges and of returning prosperity are much brightened.

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Jasper, Financial Editor LESLIE'S WEEKLY,
225 Fifth Avenue, New York.

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R., Valdosta, Ga.: I do not answer insurance inquiries.

C., Northampton, Pa.: Careful investors do not put their money in new propositions which have yet to demonstrate their commercial value.

C. J. B., Chicopee Falls: The safest stocks to buy are such preferred issues as

U. P., Atchison, St. Paul, Northwest and other railroads which pay dividends on their common.

Twenty-year Subscriber: Yes, I still believe that the railroads should have an increase in rates. It would be a bad world if we judged a community by the sins of a few. Get on the broad gauge.

Inquirer, Carthage, N. Y.: The terms of a convertible bond are stipulated. For instance, the 4½% convertibles of the American Tel. & Tel. Co. are convertible into stock at 120 for the latter from March 1st, 1915, to March 1st, 1925.

S., Stanford, Conn.: With a surplus income of \$40 per month, you could make a safe investment in such securities as the New York City municipal 6% notes, recently issued and selling to yield about 5%. Any broker who sells bonds on the installment plan will get them for you.

U. S. Light, Brooklyn: U. S. L. & H. Pfd. stock would probably be worth \$70 a share if the company had not been plunged unnecessarily into receiver's hands. The committee on reorganization has not yet been announced. Until it is, it would be unwise to give your proxy to any one.

Investor from Michigan: The condition of the iron market does not justify payment of dividends on Steel Common. A reduced dividend may be declared from the surplus earnings, but under existing conditions, the stock does not look attractive. The Steel shares are so widely held that liquidation in them might be a serious matter. To avoid this, the dividends on the common will be paid as long as there is a reasonable excuse for them.

W., San Antonio, Texas: I presume it is true that insurance companies, as well as savings banks and other heavy holders of first-class securities, would find it difficult to market them if there was a general demand for money. It is also true that the government would find it difficult to meet all of its obligations if they were presented suddenly. But such things never happen. If you do not need the money on your insurance policies, it would be unwise to ask for loans.

New York, October 29, 1914.

JASPER.

SPECIAL CIRCULARS OF INFORMATION

Readers who are interested in informing themselves regarding the stock exchange, its methods and controlling influences, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stock, bonds or mortgages, should scrutinize the announcements by advertisers on the financial pages, offering to send, without charge, information compiled with care and often at much expense. Readers should feel free to send a letter or a postal card for any information they may desire from the following sources:

Interesting facts about dividends, prices and fluctuations of leading investment securities are embraced in a free booklet of nearly 300 pages, published by L. R. Latrobe & Co., brokers, 111 Broadway, New York. Write them for a copy.

A book of information regarding 6 per cent. mortgages, in denominations of \$100 upward and maturing in from one to five years, can be had without charge by writing to W. N. MacQueen & Co., mortgage and bond bankers, 10 So. La Salle St., Chicago. Ask for "Booklet B. 44."

The 6 per cent. first mortgage real estate certificates issued by the Salt Lake Security & Trust Co., Salt Lake City, Utah, are in denominations of \$100 to \$5,000 and are fully described and explained in "Booklet L." It can be had without charge by writing to the above trust company for a copy.

Investments in bonds such as the Government accepts for postal savings bank deposits will yield from 4 to 5 per cent. and are gilt-edged. Interesting information concerning these will be found in a free booklet entitled "The Bonds of Our Country." Write for a copy to the New First National Bank, Dept. 5, Columbus, O.

Six per cent. farm mortgages on well-selected property in Kansas are highly regarded for investment and can be had in large or small amounts. The Farm Mortgage Co., Dept. 2, Topeka, Kansas, has made a specialty of these for many years. Write to the above company for it—Free Booklet A—containing the latest list of choice mortgages.

Those who desire to buy high-grade investment stocks upon the re-opening of the Stock Exchange, or the Partial Payment Plan, can be fully informed as to the method of operating by writing to Sheldon, Morgan & Co., members New York Stock Exchange, 42 Broadway, New York, for a copy of the "Free Booklet No. 27." New York City bonds, for \$100 or more, can be bought of this firm on payment of \$10 down. These are free from in-

come tax, pay over 4 per cent., are safe, and give a better yield than the savings bank.

Higher rates of interest in the West and South explain why 6 per cent. or better is offered on real estate mortgages in those sections. First mortgage 6 per cent. bonds secured by improved real estate in Chicago, in denominations of \$100, \$500 and \$1,000 have been sold for many years, by S. W. Straus & Co., mortgage and bond bankers, Straus Building, Chicago, and 1 Wall Street, New York. Full particulars of these investments will be found in the "Investor's Magazine," a monthly publication, published by Straus & Co., and also in "Circular No. 557-J." These will be forwarded without charge on application to Straus & Co.

Life Insurance Suggestions



C. F. HILDRETH
Of Freeport, Ill., who was recently elected President of the National Association of Insurance Agents.

THE vagaries of lawmaking bodies have been the theme of much just criticism, but it is doubtful if American legislators ever did a more wrongheaded thing than taxing life insurance.

In the United States there might be fifty-seven varieties of such taxation were there States enough, but at present there is a somewhat less number. That different

States have different methods of levying on the money paid to the insurance companies by policy-holders is perhaps a minor matter, but the vast aggregate of money thus taken in penalizing thrift and without sound warrant is dumfounding. A bulletin issued by the National Association of Life Underwriters says that taxation of life insurance affects 25,000,000 persons in this country. Policy-holders pay more than \$13,000,000 of taxes, for the taxes come out of the premiums which insureds pay to the companies.

This sum, if left in the companies' coffers, would add 15 per cent. to the refunds or dividends allowed to policy-holders, or it would purchase \$550,000,000 additional insurance, or it would add \$70 to each \$1,000 paid in death claims. The amount taken by the States increases the cost of life insurance and reduces by that much the sums that can be paid to widows and dependents. Life insurance taxation is based on a wrong principle and it should be abolished everywhere and at once. The life insurance agents have, for the benefit of policy-holders, planned war on this taxation and every holder of a policy should wish them god-speed.

M., Tacoma: The First National of Tacoma has been established since 1907.

Subscriber, Monroe, La.: The Union Central of Cincinnati is a well-established company with an excellent record.

R., Paris, Tenn.: 1. Give me the full title of the company. 2. The Midland Casualty was organized only a few years ago. It cannot fairly be compared with the old, well-established concerns.

S., Pittsburgh: 1. Money accepted for old-line policies could not, in good faith, be used to pay losses on assessment policies. 2. The Pittsburgh Life & Trust Co. is not one of the oldest or largest companies and reports a moderate surplus income.

N. F. S., Pittsburgh: The Cycle of Equity is an assessment organization. For reasons frequently given I do not believe in assessment insurance because one never knows what he must ultimately pay, while in an old-line company, although the premium cost is greater at the start, it is constantly diminished by reason of dividends the policy earns. It is a great hardship late in life to have prohibitory assessments levied but it is always a great comfort at that period to have one's policy yield him a good dividend and thus lessen the cost of insurance.

Mechanic, Newark: The cheapest all-around policy, covering accident and life insurance, and giving a weekly indemnity, if you are disabled, is the \$10 Combination Policy of the Aetna Life. It seems scarcely possible that for three cents a day one can get a life insurance of \$250 and an accident policy as high as \$2,000. If you are under 54 years of age and in good health, you are available for this policy. Write to the Aetna Life Insurance Co., Drawer 1341, Hartford, Conn., and ask for the 3-cent a day Accident and Life Policy. This company is one of the largest and best in this line of business.

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Colorado's Civil War and Its Lesson

(Continued from page 440)

unions is a case in point. The United Mine Workers as an organization is doing an admirable work; but the local in Colorado, after the deposition of John Mitchell, seems not to have succeeded so well. When to this experience is added the fact that the immigrant miners, on a low level of intelligence and morality, naturally resorted to violence and were proved to be irresponsible and unreliable, we cannot wonder at the operators' resolution to have nothing to do at present with the United Mine Workers.

On the other hand, the implacable opposition of the operators to the United Mine Workers carries with it implicitly an opposition to unionism as such. Here is where the operators go astray. The leading operators have done great things for their workmen; and some of the operators have been ennobled by what they call the ingratitude of the strikers. What these gentlemen do not realize as yet is that a coal mine is more than the mere property of the owners. They will ultimately recognize the fact that every human being must express himself in his work and that the self-expression of the workers can be guaranteed only through some form of collective representation of all the workers in the mines in the neighborhood, working under similar conditions.

There is now not much use in endeavoring to apportion blame for what has happened. Whatever be our opinion as to the original responsibility for the strike, the question now is: What, in the light of recent events, ought to be done?

As to this, it is my judgment that the operators cannot well be expected, after all that has happened, to recognize the United Mine Workers. So far as the President's compromise plan is concerned, it undoubtedly contains some features to which exception may justly be preferred, notably the provision compelling the operators to take back all the strikers and the provision virtually taking the management of the business out of the hands of the operators. If, however, the operators persist in their refusal to accept this compromise, they can fairly be criticized for not putting forward some constructive proposals of

their own. Such constructive proposals must be based upon a recognition of the legitimate aspirations of the workmen. Their own workmen may not have those aspirations because they are too ignorant and have too low a standard of life; but their fellows have these aspirations and they will soon learn to share those hopes.

In the final analysis, the economic philosophy of both sides of the conflict is wrong. The operators are not justified in demanding the open shop because, as all history shows, without collective bargaining the welfare of the workman may be sacrificed to the interests of the more unscrupulous employer. But, on the other hand, the unions are not justified in demanding a closed shop, unless they are ready to submit their specific claims to an impartial tribunal. What is equally needed on both sides is social responsibility and social control. The ideal would indeed be that just as employers are regulated by factory and mining laws, so the unions ought to be regulated by appropriate legislation. In default of this, the community should insist upon a full publicity of negotiations between operators and local unions.

Order must indeed be preserved at all costs; and before the federal troops leave the scene they must make sure that the weapons still concealed by the strikers are turned in. But whether the operators win the strike or not, no lasting peace can come until they agree periodically to meet in conference representatives of the local workers.

I conclude, then, (1) that the operators are justified in refusing to recognize the United Mine Workers as at present organized in Colorado; (2) that if they see fit to refuse the President's compromise the operators are not justified in a merely negative attitude; (3) that their constructive proposals must be based, not on philanthropy, but on some form of collective recognition of the miners; (4) that the miners in their collective organization must be ready to insure their responsibility and must be prepared to submit the justice of each future demand to the arbitrament of an impartial tribunal.

Interesting Study of Price Cutting

(Continued from page 442)

stores varies, but after a very thorough and exhaustive investigation, it was found that the average overhead operating expense for small retail stores was around 18 per cent. Stores engaged in many lines of business were operated at less cost. The cost of conducting the average retail grocery business amounted to 15.91 per cent.

Big stores buy most of their merchandise cheaper than the small retailers. Their higher cost of operation, however, absorbs the advantage which they gain in this way. Even if they were able to sell for less money than the smaller stores, it would not prove their economic superiority, unless they earned the lower selling price by some form of service. Any merchant can beat his competitor providing the manufacturer allows him preferential discounts.

We must decide, then, if the almost universal trade custom of discounts and rebates given by manufacturers to merchants, who buy their merchandise in large quantities, is justified.

Quantity buyers should get a lower price in exact proportion to the savings which their quantity orders permit. There is some economy at the factory in making, handling and shipping a large order of merchandise. This saving should be justly given to the quantity purchaser. But the custom has grown up in business of allowing quantity discounts out of all proportion to the actual savings effected in manufacturing economies. The usual additional discount given to big buyers of merchandise approximates 20 per cent. It should be one, two or three per cent., if measured by the real savings made. Manufacturers, by giving big buyers lower prices, which they do not earn, are putting a premium on combination in the retail field, and penalizing ability.

Originally, when such disproportionate size between retailers was unknown, preferential discounts were given by manufacturers to stimulate extra retail effort. This condition, however, no longer obtains. The custom of giving quantity prices disproportionate to the actual savings gained must go. The law must provide that we cannot sell to each other on a basis of favor.

The prevailing loss of confidence in the smaller stores is not justified by the facts. This feeling has been produced mainly by the exaggerated and dishonest advertising of the large merchants, who spend from \$200,000 to \$1,000,000 annually for publicity. Success built up on wholesale misrepresentation forces smaller rivals out of business.

The trade custom has grown up of permitting, even encouraging, offers of merchandise at from one-third to one-half their alleged value. In New York City careful investigation found that in numerous cases such merchandise was usually worth the price asked, but not the price quoted. The size and importance of the advertisers usually render such claims plausible to women, and this plausibility is reinforced by cutting prices on well-known trademarked lines of merchandise, lending a semblance of truth to all their claims. As long as price maintenance is prohibited, the handicap of this sort of misrepresentation will continue to press heavily against the small retailer. The only avenue of escape for these smaller retailers under present conditions, is in combination.

With price maintenance legalized to prevent the large stores from lending a semblance of truth to their advertising by the liberal use of price cutting, it will then only be necessary for the complete protection of the small merchant to eliminate fraudulent advertising, by enacting such laws as we already have in 11 states.

Watching the Nation's Business

(Continued from page 449)

outside the three-mile limit, but at the request of the State Department they will keep much further away in future. It is interesting to note the attitude which President Grant's administration took during the Franco-Prussian war towards French warships which then patrolled the Atlantic Ocean near our ports, but also outside of the three-mile limit. Hamilton Fish, then our Secretary of State, made formal protest against the presence of French warships near New York and near the mouth of the Chesapeake Bay.



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News of the Time Told in Pictures

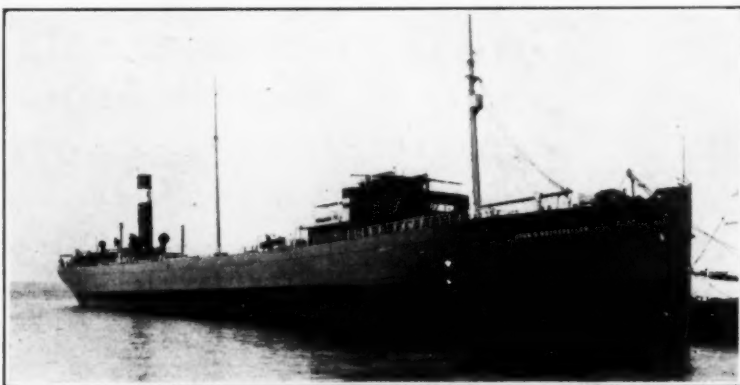
AN ASPIRING YOUTH'S STRENUOUS RIDE

Darrell Cannon, aged 15, riding Baldy, a powerful buckner, in the world championship bucking contest at the famous North Pacific Coast Festival, the Pendleton (Ore.) Round-Up. A purse of \$750 and various valuable trophies attracted to the contest many skillful competitors. This festival always attracts a large and enthusiastic crowd, many of the spectators coming from distant points. The various sports engaged in revive memories of pioneer times and of the palmy days of the Western cowboy. The Round-Up has been the occasion for many remarkable feats in horseback riding, roping, etc.



EXTRAORDINARY FLOOD IN MANILA

Recently a rainfall of 25 inches in three days, during a typhoon, turned the streets of Manila into rivers and lakes, with the water in business thoroughfares knee-deep. People waded to and fro, or rode in carriages or boats. This picture shows a policeman going about in a boat to aid sufferers by the flood. Great damage to property was done, two lives were lost, and 3,000 persons were cared for at relief stations.



RAISED A SERIOUS INTERNATIONAL QUESTION

The tank steamer John D. Rockefeller, owned by the Standard Oil Company, which was captured by a British warship off the Orkney Islands, while en route from Philadelphia to Copenhagen, Denmark, with a cargo of oil. The British Government feared that the oil would eventually be sent to Germany, where it would be used in aeroplanes, motor trucks, etc., employed in the war. The American government protested against seizure of a cargo carried in a neutral vessel, bound for a neutral country, and demanded the Rockefeller's release. This was granted when the British Government learned that Denmark had prohibited shipment of oil to other countries. Thus a serious international difference was avoided.



REMARKABLE SUNDAY SCHOOL PARADE SCENE

Portion of a procession of 2000 Sunday School children, bearing many banners, photographed at Alexandria, Va., under the shadow of ancient Christ Church, where George Washington and Robert E. Lee formerly worshipped and served as vestrymen. The children marched up streets once traversed by the forces of British General Braddock who was killed in battle by the Indians near Fort Duquesne, Pa. The event was part of a state-wide movement.

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The Fateful War of Forty-four Years Ago

Moving incidents of the Franco-German conflict of 1870

Reproduced from the 1870 files of Leslie's Weekly



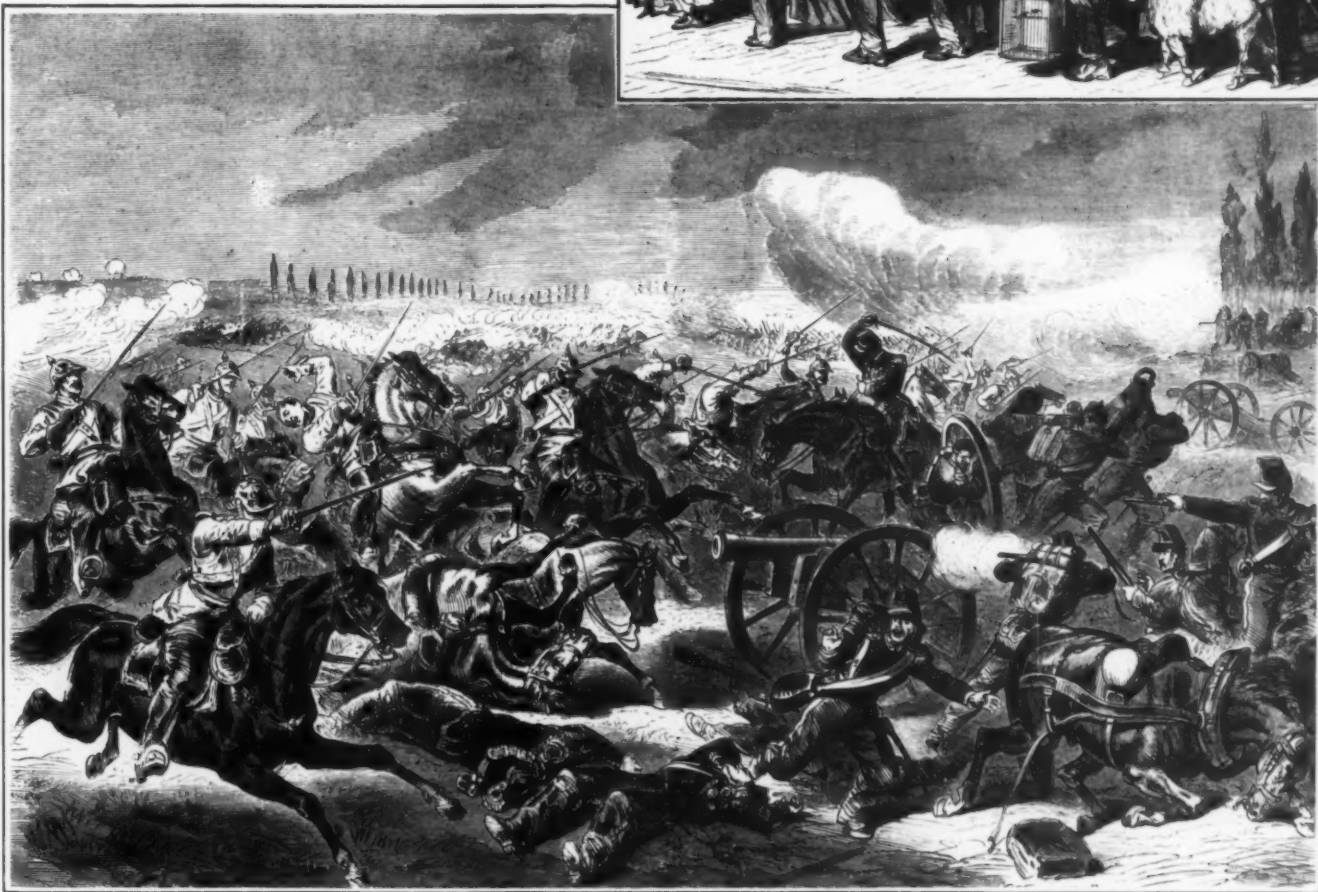
HISTORIC FLIGHT IN A BALLOON

Departure from Place St. Pierre, Montmartre, Paris, on October 6, 1870, of two balloons, one carrying M. Gambetta, chief of the French government, and his secretary, and the other three American gentlemen, who paid \$1000 each for their voyage. M. Gambetta, who was Minister of the Interior of the provisional government succeeding the fallen empire, had been vested with almost dictatorial powers, and wished to get outside of Paris, then besieged by the Germans, in order better to conduct the defense of the country. He had a great distaste for aerial navigation, but he displayed firm courage. His flight was witnessed by an immense and enthusiastic assemblage. It was a dangerous undertaking, as the airship was liable to be shot at by the Germans, and a body of Uhlans tracked the balloon for a long distance, hoping to capture its occupants on their descent. Gambetta landed safely at Epineuse, and later reached Tours, where he directed the war until his associates in the government began negotiations for peace. The latter was secured by the payment of an indemnity of \$1,000,000,000 to the Germans and the cession of Alsace-Lorraine to Germany. The picture was drawn by J. C. Palmieri, who was at the time in Paris.



FLEEING BEFORE THE COMING FOE

Exodus of frightened inhabitants from St. Cloud, near Paris, when news came of the approach of the German army. St. Cloud had been under fire and had become unsafe for the residents. An English artist who witnessed the flight said there was a motley train of poor people carrying only a few of their household effects. Many of them did not know where they could find shelter. The gorgeous castle at St. Cloud, formerly inhabited by Napoleon I and other French rulers, was destroyed by the Germans. During the present war the German advance toward Paris caused the flight of hundreds of thousands of persons from that city. Many of these have since returned, believing that the Germans will not get so near the French capital again.



BRAVE MEN'S DESPERATE AND SUCCESSFUL FEAT

A regiment of Prussian cuirassiers taking a French battery during the battle which ended in the capture of Dijon, October 31, 1870. Toward the close of the hotly contested battle, the cuirassiers were ordered to charge a field battery on a hill top pouring a well-directed fire on the German lines. Other guns aided the battery in resisting the assault, but the latter was irresistible, and the height was carried, although with considerable loss to the attacking force. The German soldiers in the war of 1914 have exhibited a similar dauntless spirit in assailing the enemy's batteries in the field and also his fortifications.



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No need for expensive beauty treatments to retain your youthful good looks. Nature gives you your tools. Rubbing Pompeian in and out with 6 finger tips stimulates the blood and brings out the rosy, healthy color. It makes the skin com-

pletely clean and clear by rolling out the dust, soot and grime that clog the pores and injure the skin.

A Pompeian massage also exercises and refreshes the face, smoothing out the tired lines. A clear, fresh, youthful complexion must follow. That is why youthful beauty lingers longest on faces faithfully massaged with Pompeian. Begin today to make Pompeian Massage Cream and 6 fingers hold your youthful beauty. Get a trial package and a 1915 F. Earle Christy Art Panel. Clip coupon now.

POMPEIAN Massage Cream

To Get the Most, Look Your Best!

It is said the late J. P. Morgan chose his partners partly for their appearance, because a clean-cut, wholesome look spells health and character as well as the attractive personality that all "business getters" need.

Men in the lead are making their toilet include a facial massage several times a week. They are using Pompeian to secure that fine, athletic glow that has opened the door of success to so many men. They know they must *look* as well as be clean. To get the most, look your best always. A Pompeian massage takes only a few moments, but the results are lasting. Get a trial package and the 1915 F. Earle Christy Art Panel. Clip coupon now.

WARNING: No ordinary cream can do what Pompeian does. There is a peculiar and individual value in this rubbing-in-and-out massage cream. Pompeian has made complexions fine and clear for 12 years. Ask for Pompeian and get it. 50,000 dealers sell it. 50c, 75c, \$1.



Get Trial Package & F. Earle Christy Art Panel

An art store would have to charge at least 50c for anything as well executed as F. Earle Christy's "The Witching Hour." We let you have it for almost nothing in order to make you feel friendly toward Pompeian Massage Cream. No advertising on front. Size 7¼ by 28 inches. To get a trial package of Pompeian and this beautiful 1915 Panel, clip the coupon now and enclose 10c.

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Cut off, sign and send. Stamps accepted, but coin preferred

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Gentlemen:—I enclose 10c for a trial package of the famous Pompeian Massage Cream and F. Earle Christy's 1915 Art Panel, "The Witching Hour," 7¼ by 28 inches.

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"The Witching Hour"
by F. Earle Christy
1915 "Pompeian Beauty" Calendar